

Earning Its Keep: A Social Return of Investment Study of CCCU Arts & Culture at the Old Lookout Gallery, Broadstairs



Ian Durrant

K.J. Shepherdson

**EARNING ITS KEEP:
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CCCU ARTS & CULTURE
AT THE
OLD LOOKOUT GALLERY,
BROADSTAIRS**

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Executive Summary

1. Canterbury Christ Church University (CCCU) has a long history of developing and supporting the Arts. This is through its taught programmes (Undergraduate to Masters), research degrees, links with schools, sponsorship of cultural events and innovative research, locally, nationally and internationally. In addition, it gives display space to local artists in galleries and campus venues across Kent, including but not limited to:

Broadstairs Broadstairs Campus, Northwood Road, Broadstairs CT10 2WA Burton Gallery at Broadstairs Campus The Old Lookout gallery	Canterbury Augustine Hall, Augustine House CT1 2YA Canterbury Campus - Maxwell Davies building - Old Sessions House - Powell building CT1 1QU Canterbury Cathedral CT1 2EH Marlowe Theatre CT1 2AS Sidney Cooper Gallery CT1 1BQ St Gregory's Centre for Music CT1 1QU St Martin's Priory CT1 1PW	Folkestone A Town Unearthed (Roman Villa Site), Wear Bay Road, Folkestone Quarterhouse Theatre, CT20 1JT Sassoon Gallery, Folkestone Library, CT20 1HD Folkestone Campus, University Centre CT20 1JG
Medway Medway Campus, ME4 4UF	Tunbridge Wells Salomons TN3 0TG	

2. One such gallery is the Old Lookout Gallery situated on the seafront in Broadstairs, Kent, UK. This small space is administered by the Department of Media, Art & Design. The Old Lookout Gallery is situated in the 18th century Harbour Master's building and is a splendidly simple site to exhibit works by local, national and international artists, including CCCU's own staff and students. The Gallery is open from late May through to September each year. In the Gallery's first summer of 2010 it welcomed over 8,500 visitors within a nine-week summer season. The seasons of events, exhibitions and workshops are planned in advance, each commissioned artist in residence having a week to use the space as they wish. Whilst there is no admission fee, artists are nevertheless free to both advertise and sell their work.

3. The programme of exhibitions and events at The Old Lookout Gallery seeks to represent a diverse range of art forms and artists at all points of their career (early / mid / established). As such it serves as both showcase and potential platform for artists.
4. Initially the Old Lookout Gallery was procured as a space where CCCU would fulfil its mandate of bringing cultural enrichment to local communities. However, it potentially serves other functions too, including: attracting visitors and custom into the area; encouraging visitors to engage with the arts and to consider associated educational programmes; providing a platform for new and aspiring artists to develop their skills of public interaction.
5. In 2013 The Department of Media, Art & Design developed an inter-faculty research project with three aims focused upon evaluation, marketing and SROI:
 - i. To evaluate the 2013 programme of events at The Old Lookout from the points of view of the artist(s) in residence; local businesses; gallery users (visitors) and non-users of the Gallery.
 - ii. To gather marketing data in relation to the local communities knowledge of the Old Lookout Gallery and the programme of activities it offered and through this data improve subsequent advertising.
 - iii. To pilot measures of Social Return on Investment (SROI) and if salient offer the tools for use across the University (and by partners) in order to provide a measure of SROI for other venues and activities.

There are two types of Social Return on Investment (SROI):

- Evaluative, which is conducted retrospectively and based on actual outcomes that have already taken place
 - Forecast, which predicts how much social value will be created if the activities meet their intended outcomes.
- (The Cabinet Office 2009, 2012)

6. In addition, the Cabinet Office (2012) Guidance suggests there are six stages in calculating a SROI:
 - i. Establishing scope and identifying key stakeholders. It is important to have clear boundaries about what your SROI analysis will cover, who will be involved in the process and how.
 - ii. Mapping outcomes. Through engaging with your stakeholders you will develop an impact map, or theory of change, which shows the relationship between inputs, outputs and outcomes.
 - iii. Evidencing outcomes and giving them a value. This stage involves finding data to show whether outcomes have happened and then valuing them.
 - iv. Establishing impact. Having collected evidence on outcomes and monetised them, those aspects of change that would have happened anyway or are a result of other factors are eliminated from consideration.

- v. Calculating the SROI. This stage involves adding up all the benefits, subtracting any negatives and comparing the result to the investment. This is also where the sensitivity of the results can be tested.
 - vi. Reporting, using and embedding. Easily forgotten, this vital last step involves sharing findings with stakeholders and responding to them, embedding good outcomes, processes and verification of the report.
7. In order to fulfil the three aims (evaluation, marketing and SROI), a project team was developed. This consisted of:
- Dr Karen Shepherdson, Director of the Old Lookout Gallery, Director of SEAS (South East Archive of Seaside Photography) and a Principal Lecturer, CCCU;
 - Mr Ian Durrant, Senior Lecturer in the Faculty of Education, CCCU, who as a Chartered Occupational Psychologist, has extensive experience in questionnaire design, impact measurement and data analysis;
 - Mr Nigel Breadman, Assistant Curator at the Old Lookout Gallery and a Technician and Archivist at CCCU;
 - Mr Carl Eacott, Data Analyst, CCCU
 - Mr Alex Gardiner, Filmmaker at the Old Lookout Gallery and a Technician at CCCU
 - Ms Jennifer Hardman, a recent CCCU graduate recruited as a Research Intern to undertake the data gathering and analysis for the project.
8. Through an initial literature review and project planning meeting a research methodology was developed. This entailed the development and piloting of four questionnaires. One for Old Lookout Gallery Users (visitors to the Gallery); one for Non-Users (members of the public present in the local area but not using the Gallery); the third for the Gallery's exhibiting Artists; and the fourth for local Businesses.
9. Although tailored to each group, the questionnaires essentially consisted of four main elements (see appendices 1-4). The first section contained items related to demographics characteristics (i.e. age, educational qualification and place of residence). The intention here was to glean who did and did not attend/use the gallery and to ascertain if attendance was representative of the wider population. The second section asked respondents what they knew about the Gallery and what they would value included in any future programme of events and exhibitions. In addition, respondents were asked why they visited the Gallery and how they had found out about its presence (and similar facilities) provided in the area. It is envisaged that such marketing information can assist the University to more successfully target respondents, especially if evidencing that different demographics use different marketing media. Finally, respondents (including the artists in residence) were asked if they would be prepared to pay to use the Old Lookout Gallery. Beyond that, businesses were asked if they felt the Gallery (and art galleries in general) brought benefit to the local area and if such facilities should be subsidised by the local authority. These questions represent the SROI data, since they will allow

an estimation of a monetary return on investment and potential revenue brought into an area. This methodology was based on recommendations and published by, amongst others, the Cabinet Office, Office of the Third Sector (2009, 2012) and the Arts Council England.

10. This report represents the end of season (2013) analysis.

11. The key findings can be summarised thus:

i. attendance at the Old Lookout Gallery remained high throughout the 2013 summer, however, most attendance occurred during peak weeks in the season and specifically the very popular Broadstairs Folk Week.

ii. The number of returned User questionnaires (365) indicates that Users tend to be non-representative of the population or visitor profile of Broadstairs. In summary, they tend to be older, more highly education and reside locally.

iii. Reasons given for attendance varied, but most related to local sources of information (leaflets, signs and posters), curiosity, recommendations by friends, and familiarity with the Gallery.

iv. In terms of the sample questioned, users and non-users were relatively homogenous (and therefore non representative). But interestingly both groups did appear to want different events/exhibits from the Gallery.

v. In relation to SROI, all groups (artists, business, users and non-users) felt that local art galleries were important and should be supported. Some artists indicated an increase in sales of their work and all artists felt exhibiting had enhanced their reputation and skills. Most business owners felt art galleries brought custom to Broadstairs. Gallery users and non-users indicated they would be prepared to pay to attend and thus there is evidence for both a social return on investment and a financial impact to the area.

vi. The authors do however accept that the samples are limited and more extensive data collection and analysis could readily be undertaken.

Authors:

Mr Ian Durrant, Senior Lecturer, Department of Professional Development
ian.durrant@canterbury.ac.uk

Dr Karen Shepherdson, Principal Lecturer, Department of Media Art and Design
karen.shepherdson@canterbury.ac.uk

Research Associates:

Mr Nigel Breadman, Assistant Curator

Mr Carl Eacott, Data Analyst, Canterbury Christ Church University

Mr Alex Gardiner, Filmmaker

Ms Jennifer Hardman, Research Intern

The Research Project

1. Artists in Residence

1.1 The Old Lookout Gallery 2013 programme of events and exhibitions was as follows:

Dates	Artist	Exhibition / Event Title
Week 1 14/06/13-19/06/13	Tim Long	'I Do Like To Be Beside The Seaside' (Installation)
Week 2 21/06/13-26/06/13	Hazel Stone Kate Matthews	Sinegorsk (Installation)
Week 3 28/06/13-03/07/13	Rachel Johnston Neil Massey	Salt (Installation) As Seen In Another Light (Photographic)
Week 4 05/07/13-10/07/13	Jon Stamp	And What Did We See..? (Photographic)
Week 5 12/07/13-17/07/13	Steve Ibb Francesca Flowers	Atmosphere: Through Air & Water (Installation)
Week 6 19/07/13-24/07/13	Lisa Hawkins	Freedom From The Known (Fine Art)
Week 7 26/07/13-31/07/13	Lemon Otter Sam Flastic Hughes	'Thon Colin Films Presents...' (Film & Performance)
Week 8 02/08/13-07/08/13	Laura Jackson-Willis	Space Place (Photographic & Graphic)
Week 9 09/08/13-14/08/13	Karen Shepherdson Nigel Breadman	Seas Photography & The 100 Couples (Photographic & Archive)
Week 10 16/08/13-21/08/13	Dafna Talmor	See View (Experimental Photographic)
Week 11 23/08/13-28/08/13	Andrew M. Butler	Walkstares (Photographic)
Week 12 30/08/13-04/09/13	Magz Hall	Radio Recall (Sound)

Table 1: The Old Lookout Gallery Exhibition & Event Programme 2013

1.2 Artist Demographic Information

- 1.2.1 3 (17.6%) of the Artists were 18-25, 2 (11.8%) were 31-35, 2 (11.8%) were 36-40, 3 (17.6%) were 41-45, 3 (17.6%) were 46-50, 1 (5.9%) was 51-55, and 3 (17.6%) were 56-60. 7 (41.2%) were Male and 10 (58.8%) were Female.
- 1.2.2 11 (64.7%) postgraduate and 5 (29.4%) undergraduate qualifications were held between the 17 Artists .
- 1.2.3 When asked how they would describe themselves as either a professional or amateur artist 15 (88.2%) responded to being Professional and only 2 (11.8%) as Amateur.
- 1.2.4 When asked how they would describe their career stage as an artist, 9 (52.9%) described themselves as a mid-Career artist, 5 (29.4%) as a mid-career artist, 2 (11.8%) as an established artist and 1 (5.9%) artist who provided a response to other:

"I've always been creating stuff, images, music and films etc. next step is to earn more than £1.20 a year!"

1.3 Artist Satisfaction with support during the exhibition:

- 1.3.1 All the Artists in Residence who exhibited in 2013 signified being extremely satisfied with the support they received at the Old Lookout Gallery, especially with the support during their period of residency (figure 1) and the exhibition set up (figure 2). The information received about the Gallery was still signifying 'very good' although not as satisfying as the other types of support received (figure 3).

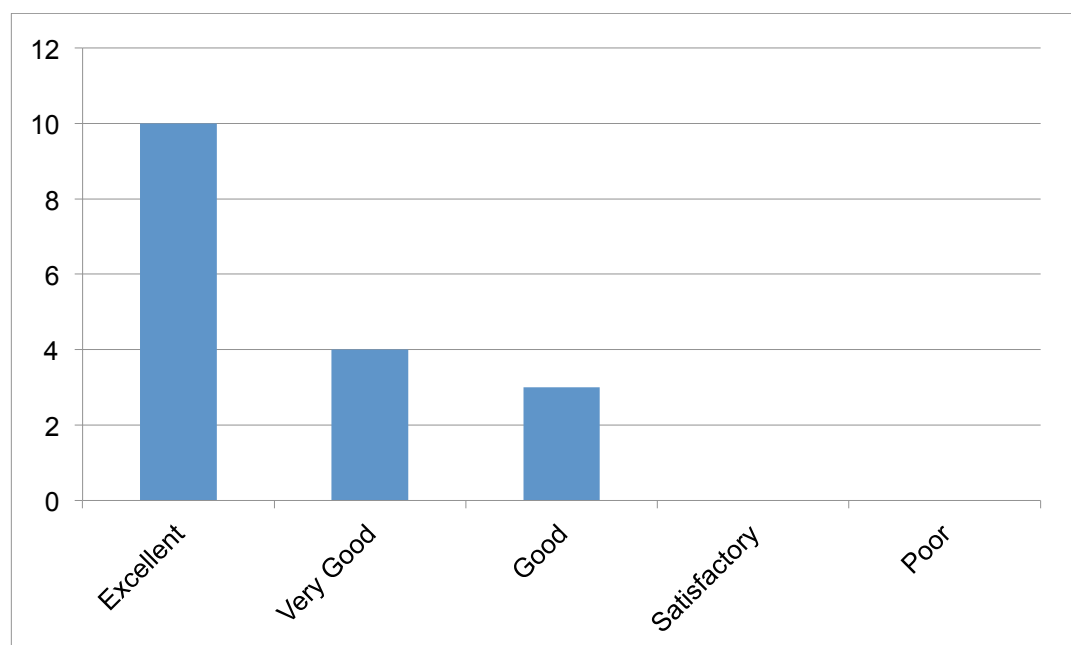


Figure 1: Artist in residence satisfaction with the **support during an exhibit**

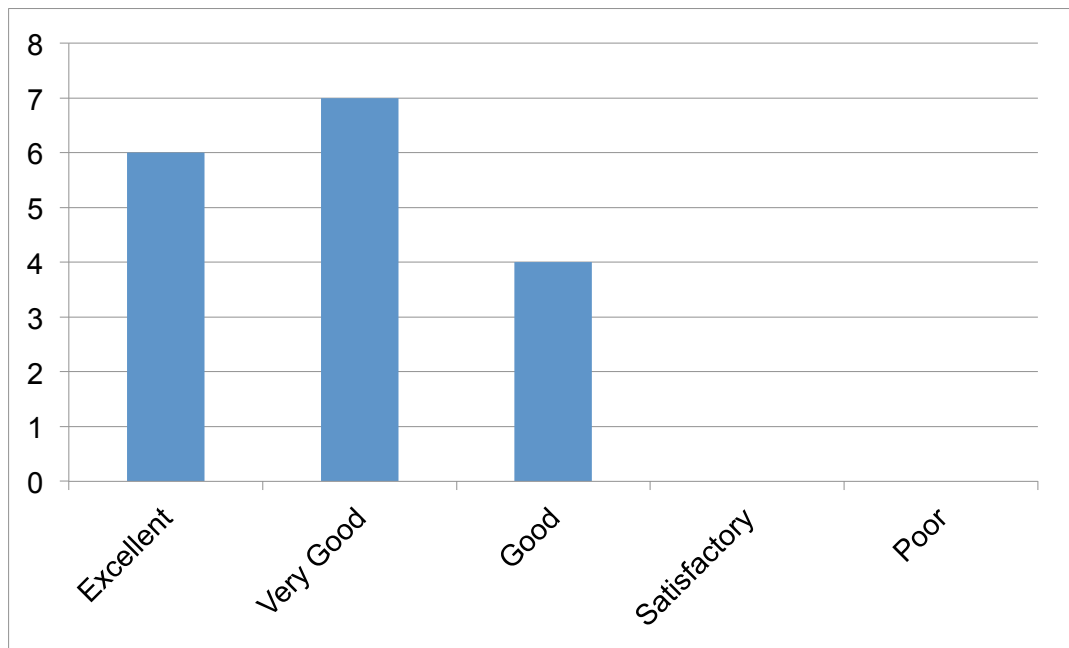


Figure 2: Artist in residence satisfaction with the **help received setting up the exhibit**

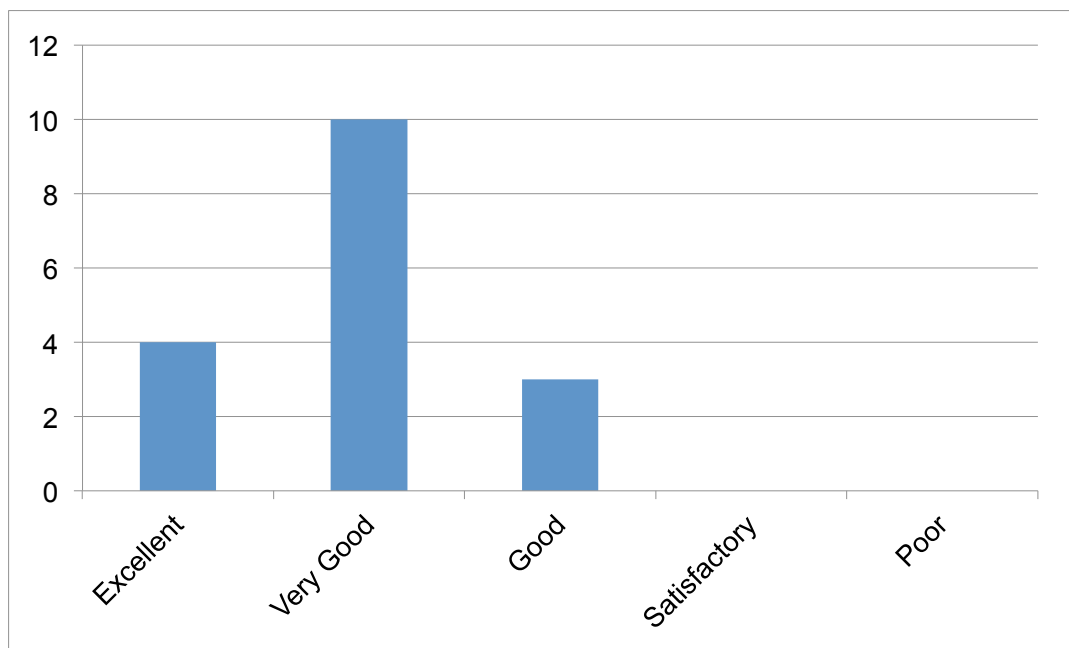


Figure 3: Artist in residence satisfaction with the **Information about the gallery**

1.3.2 A number of additional comments in relation to support received and suggestions for improvement were made by the Artists' and where comments were made these were almost always positive:

- *Brilliant thanks ever so much.*

However, one artist did comment on the comfort of the venue and the facilities to display their work.

- *Comfier seats would help - and perhaps the option of opening later (nobody comes in between 10 and 11)*
- *Would be good to have better plinths and shelves to display work.*

When providing suggestions for future improvement most of the artists felt that the publicity needed attention.

- *I could have worked more on pre-publicity, and this could have been tied in with additional publicity from the gallery, resources permitting.*
- *I think we could do with getting publicity in local press (perhaps we do). I keep meaning to contact Guardian Guide but keep running out of time.*
- *There could be better publicity surrounding location and directions to gallery from the street.*
- *Website could be improved with more info on individual exhibitions and links.*

1.4 Artists comments on visitors

1.4.1 When asked what they perceived the most common reason was for people coming to the Old Lookout Gallery (1 being the most common reason, and 10 being the rarest), the Artists' highest rating was given to 'Curiosity without knowing what to expect (1.6)'. Artists' also rated 'Sign outside the gallery' (1.9) and 'Personal recommendation (2.7) as strong reasons for people to attend. Other reasons that were given include: Bad weather (rating of 1 or 2 by 2 artists), local paper (rating of 3), Radio Kent (rating of 4) and 'Nearly all are reasons of curiosity' (rating not given).

	Mean Rank
Completed survey in Broadstairs	7.6
Curiosity without knowing what to expect	1.6
Personal recommendation (by you/gallery staff)	2.7
Postcard	5.9
Sign on outside of gallery	1.9
Twitter	5.1
Website –Artist's	6.5
Website – CCCU's	5.6
Word of mouth	4.0

Table 2: Artist perception of why people visited the gallery, rank 1 being the most common reason.

1.5 Impact on the Artist

1.5.1 When asked about the impact on the artist of exhibiting in the Old Lookout Gallery, in all categories the artist felt it had a positive impact, the greatest being in their 'confidence in presenting work' and the 'opinion of the quality of their work' (mean rise of 1.2 on the given scale, see appendix 1).

	Before (Mean scale estimate)	After (Mean scale estimate)
Confidence in presenting work	7.4	8.6
Ability to communicate with members of the public	8	8.8
Ability to communicate with other artists	7.9	8.6
Self esteem	7.5	8.3
Opinion of the quality of your work	7	8.2

Table 3: Artist perception of the personal impact of exhibiting at the Old Lookout Gallery.

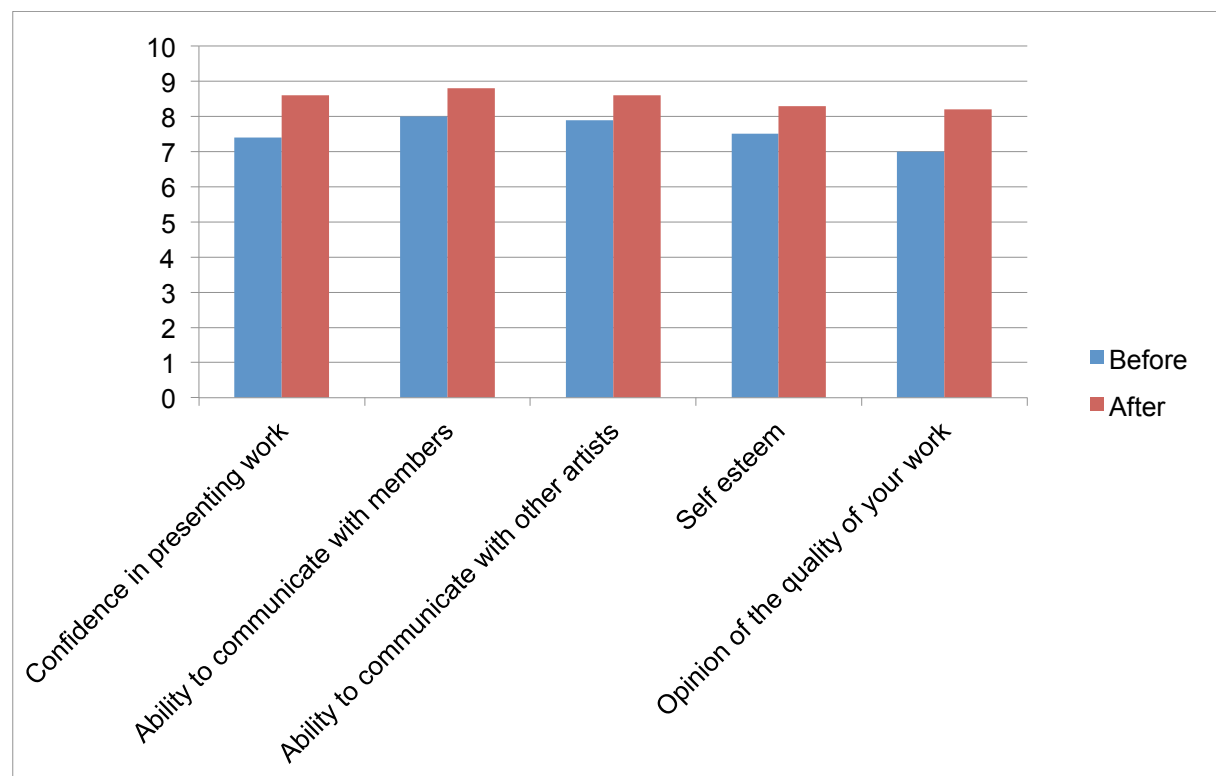


Figure 4: Impact of exhibiting on the Artist in Residence

1.5.2 When asked for additional comments in relation to the benefits of exhibiting. Two gave very positive feedback:

- *Explaining my work to the public is rewarding*

and

- *It was an excellent experience, the first time I had shown work on my own and the response was fantastic. The fact that it is supported by CCCU made me feel more confident and the space is wonderful, a good mix of formality and relaxed 'seasideiness'!*

One was more ambivalent:

- *I've given self-esteem two ratings because it all depends how I feel from hour to hour.*

One felt that the gallery was not busy enough to benefit their career:

- *On the whole the gallery is just not busy enough to be of any real benefit to artists. Work does not sell unless in Folk Week. It's a lot of work for very few people to see. Most people are curious, have a quick look and leave. It's good for the CV but I'm not sure what else career-wise?*

1.6 Value, Return and Impact for the Artist & Community

1.6.1 When asked what were the most valuable aspects of exhibiting at the Old Lookout Gallery the artists articulated a number of aspects. These appeared to coalesce around three major themes, (i) professional development; (ii) access to new audiences; and (iii) the location:

Professional development

- *The opportunity to create specific work. (x2)*
- *Support and freedom to push the use of the space.*
- *Reflecting on my work and analysing it for planning future work.*
- *Working in collaboration.*
- *Getting some direction of where to take my work next.*
- *Working with valued colleagues/ Working in collaboration. (x2)*
- *The deadline to complete a specific project.*
- *Getting my work out into the public domain.*
- *Seeing the archive loved and admired.*
- *Support and freedom to push the use of the space.*
- *Talk about work. Sharing work with others. (x3)*
- *Working in a different way.*
- *Being able to craft a show from an idea to the end product. (x2)*
- *Building confidence to discuss work with strangers.*

- *Great place to experiment.*

New audiences

- *Receiving feedback about work and having a new audience.*
- *Challenging usual exhibition expectations.*
- *Listening to visitors' views and opinions on my work.*
- *Contact with visitors/public. (x2)*
- *Hearing the history of the visitors - their own wartime history.*
- *Hearing the positive response of 99% of the visitors.*
- *Interacting with the public. (x3)*
- *Foot traffic. (x2)*
- *Unique environment (talk to visitors).*
- *Realising how accessible our work is - PEOPLE GET IT!*
- *Engage with the community/oral history.*
- *Showing the film to the public for the first time and hearing them laugh!*
- *Meeting interesting new people.*
- *The witnessing of reactions to work.*
- *New audiences.*

Location and building

- *Good location. (x3)*
- *Inspiring building.*
- *Plenty of foot traffic.*
- *The building.*
- *Free exhibiting space.*
- *Exhibiting in vibrant location.*
- *Good support and location.*
- *Ideal location for subject.*
- *Showing my own work in a space that is not a clinical gallery.*
- *Sea air and getting out of my room at home.*

1.6.2 When asked about their perception of the impact on the local community after exhibiting, all the artists felt exhibiting had a positive impact. The biggest perceived impact was to raise awareness of their work (mean rise of 3.2 on the given scale, see appendix 1). Additionally, 'stimulated debate' was also perceived as having a great impact on the community after exhibiting (mean rise of 2.3).

	Before (Mean scale estimate)	After (Mean scale estimate)
Awareness of your work	3.3	6.5
Interest in art	5.6	6.7
Inspired creativity	5.5	7.1
Enhanced Broadstairs	6.2	7.8
Stimulated debate	5.7	8.0

Table 4: Artist perception of the impact of exhibiting at the Old Lookout Gallery on the local community.

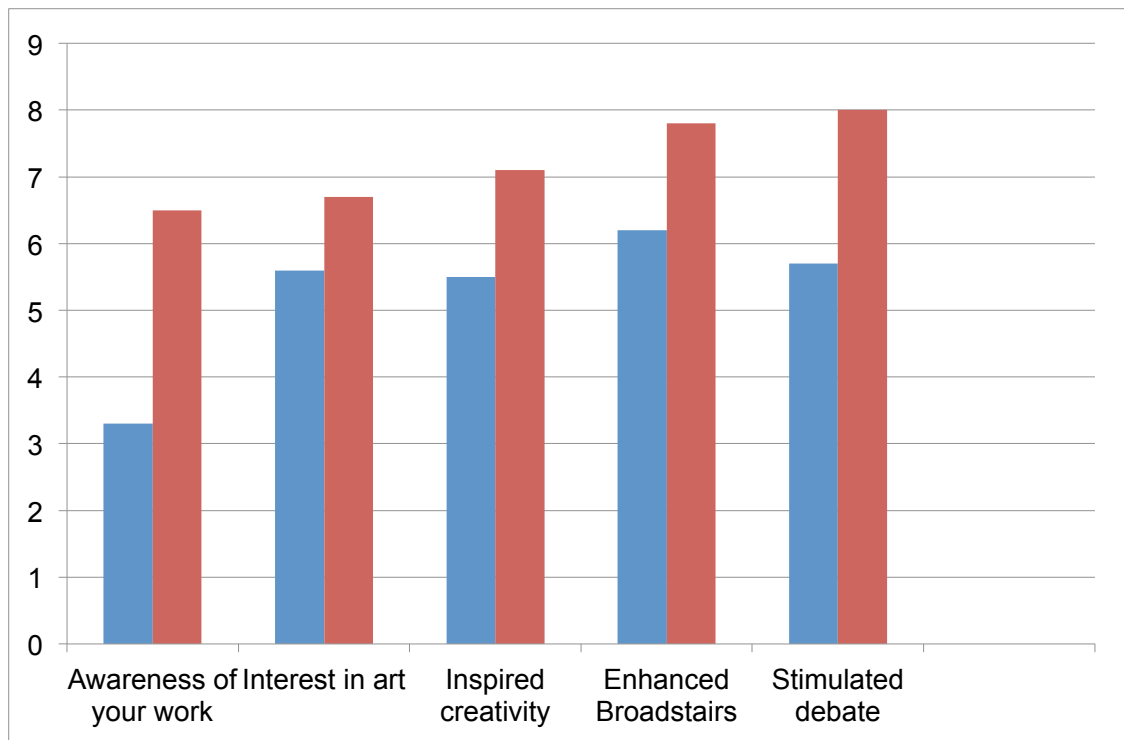


Figure 5: Artist perception of the impact on the local community of exhibiting at the Old Lookout Gallery.

1.6.3 When artists were asked to provide additional comments in relation to community impact, both positive and negative aspects were identified. In terms of positive comments, the artists felt that it stimulated conversation and interest. Some respondents also felt it had a positive impact on those outside the area. Although one signified that the positive impact was restricted to the local:

Stimulation of interest

- *Really positive reactions from visitors, stimulated a great deal of interesting conversation.*
- *Great to hear comments that my work had made people think and inspired them. More publicity please!*
- *It enhances the visitor experience of Broadstairs but the local community doesn't know about the exhibitions. Local visitors came on chance, some just for the view and then pleasantly surprised to see the exhibition. The local community needs to be involved in some way.*
- *It's great that the gallery is here, and people of all ages undoubtedly benefit from the exhibitions. I wish there was a way to get more people up here! Weather has a great impact on this. Hot=no people, cold=no people!*
- *Local people have been happy to take part and share personal history of listening to radio.*

Visitors from outside the area

- *Many visitors to the gallery were on holiday.*
- *Most visitors seem to be from farther afield.*

Local visitors

- *I think about 40% of visitors are local - and regular visitors at that, so I'm not totally sure the gallery is attracting anyone new.*

1.6.4 12 (70.6%) out of 17 Artists in Residence felt that the Old Lookout Gallery had done a 'great deal' to enhance their professional practice, with 4 (23.5%) feeling the Gallery had enhanced their professional practice to 'some extent'. Only 1 (5.9%) responded as 'Not sure'.

Additional comments in relation to professional impact seemed to indicate that artists felt there were professional benefits gained in terms of skills and the ability to interact with the public had given them confidence. Comments included:

Professional development

- *A chance to draw, paint and a great location for photography.*
- *Given a new framework for collaborative working.*
- *Stimulation for new ideas. Unexpected responses.*
- *As tending to see pictures on screen individually, there is a different sense of collective materiality when printed out. Given a shape to random photographs.*
- *Forces me to produce work for exhibition to a high standard.*
- *Has allowed an on-going project to develop still further.*
- *Provided the opportunity to experiment freely in an intense period.*
- *We used the gallery as a film set last year - a great enhancement for our portfolio.*

Interaction with the public

- *Discussing our work with visitors - explaining local historical events. Creating site-specific work. (x2)*
- *It has allowed me to engage with local people and collect personal testimony. Collect an oral history of radio in this area.*

Personal confidence as an artist

- *Confidence in my own selection process of what to show and why - the narrative stories the images tell (x3)*
- *Sitting here for hours has given us ideas for the 3rd film in the trilogy and how to develop 'Trish' and 'Lynne', the 'nowherettes'. I am more knowledgeable now about what the public laughs at in our films. Very encouraged in this, so has made me more confident in what to do next.*

1.6.5 When asked to estimate the professional impact of exhibiting at the Old Lookout Gallery, artists reported a marginal impact on the sales of their work (mean rise of 0.8 on the given scale, see appendix 1). They did however also identify positive impacts through the 'reputation in the community' (mean rise of 2.3) as the biggest perceived impact, then 'Publicity' (mean rise of 1.8) and lastly 'Website hits' (mean rise of 1.2).

Table 5: Artist perception of professional impact of exhibiting at the Old Lookout Gallery.

	Before (Mean scale estimate)	After (Mean scale estimate)
Sales of your work	4.1	4.9
Website 'hits'	5.4	6.6
Publicity	5.6	7.4
Reputation in the community	4.2	6.5

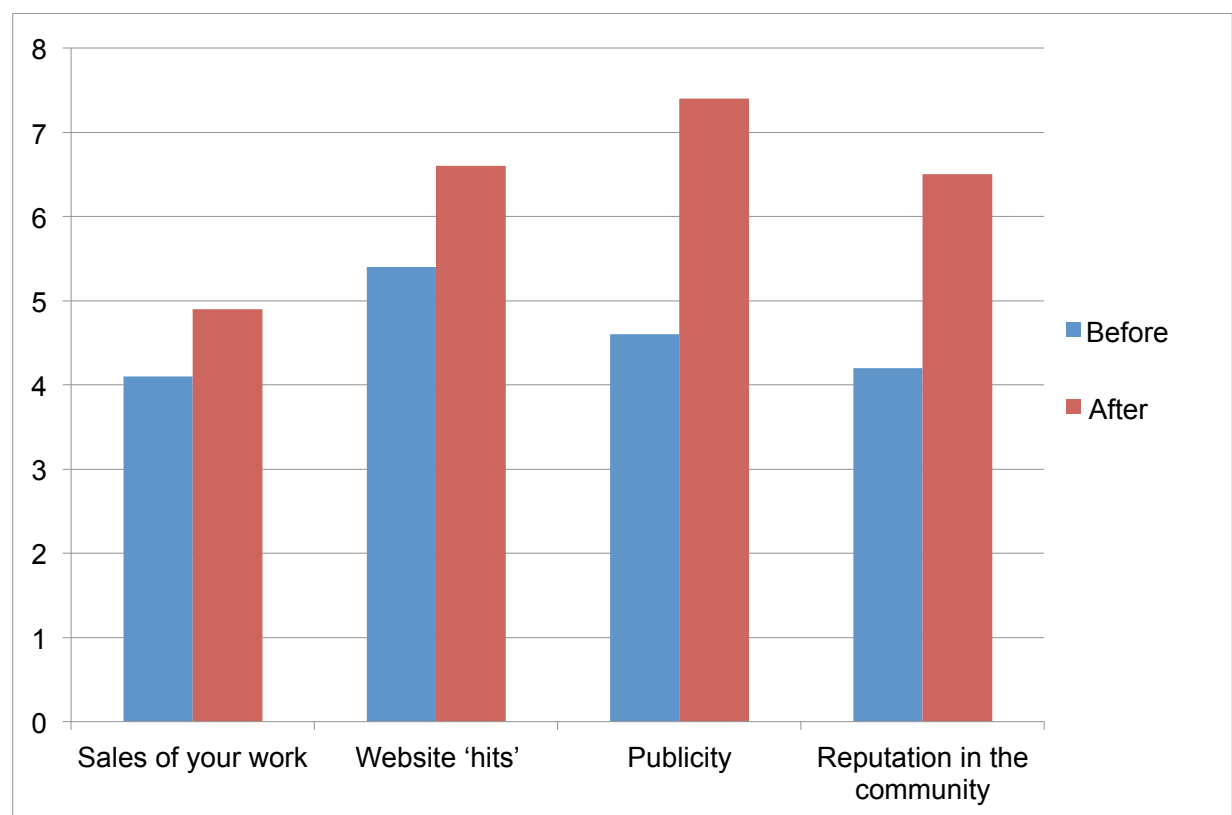


Figure 6: Art perception of professional Impact of exhibiting at the Old Lookout Gallery

- 1.6.6 When asked to provide additional information about the professional impact. Three artists suggested they had sold work as a result of exhibiting at the Gallery. A number of artists signified it had enhanced their reputation, quoting such things as a doubling of on-line hits through Folk Week, whilst two artists (resident in the same week) were more ambivalent about the impact.

Sales

- *Sale of 3 images.*
- *Sold 11 pieces of work during the exhibition.*
- *I've sold a couple of CDs and a few people have taken our card and said they'll look us up on YouTube.*

Positive feedback/enhanced reputation

- *A few people have told us we should be on TV - this makes me feel nice (I took a smile)*
- *Clear increase in web traffic and offered opportunity to meet and develop new creative relationships.*
- *Difficult questions to answer - can only go by people's comments, sold some but positive feedback as quite a few people expressed an interest. Some put off by lack of CC (credit card) facilities and once left the gallery the sale is 'lost'.*
- *It has been great to have complete creative freedom to experiment.*
- *Average daily hits = 22. Folk week hits = 43.*
- *In the past I have sold work from exhibiting at the Gallery.*
- *Interview on BBC Radio Kent. Local paper Thanet Gazette interview. Interest from around the UK!*
- *Not quantitative but we did have a casting agent for comedy adverts come in and we swapped details. So, it is worth being here on the off chance that the work connects with someone in a useful way, rather than just for entertainment.*

Little perceived impact

- *It has not had much of a professional impact because of the lack of people we were able to screen to. Less than last year - I'd be interested to know if the other artists have also had less.*
- *Not clear if it has had a professional impact other than confidence in producing a project.*

1.7 The Future

- 1.7.1 12 (70.6%) Artists indicated they would 'definitely' consider exhibiting at the Old Lookout Gallery again, 3 (17.6%) indicated they 'possibly' would and 2 (11.8%) were 'Not sure'. In addition 14 (82.4%) indicated they would 'definitely' recommended it to fellow artists, and 3 (17.6%) indicated they 'possibly' would.

- 1.7.2 When asked what they would value being featured in future seasons, most artists signified that events/amenities were popular, however the most popular choices were 'A chance to meet the artist' 13 (76.5%), 'Photographic exhibitions' 13 (76.5%) and 'Sculptures' 13 (76.5%). Other events/amenities include the following:

	N (%)
A chance to meet the artist	13 (76.5%)
Local History	10 (58.8%)
Paintings	11 (64.7%)
Performance	8 (47.1%)
Photographic exhibitions	13 (76.5%)
Short Art Films	12 (70.6%)
Sculpture	13 (76.5%)
Talks	12 (70.6%)

Table 6: Events/activities artists would like to see in future Old Lookout Programmes.

- 1.7.3 In addition one artist called for the Old Lookout Gallery to programme '*more performance art and challenging stuff!*' And others: '*Creative writing*' (x1), '*Magic lantern shows, shadows shows*' (x1) and '*Sound/radio art*' (x1).

1.8 Payment

- 1.8.1 When the Artists were asked if they would be prepared to pay to exhibit, 11 (64.7%) out of the 17 stated that they would be prepared to pay. More specifically, 2 (11.8%) artists would pay £20, 4 (23.5%) £50, 4 (23.5%) £100 and 1 (5.9%) would be prepared to pay £200 to exhibit for one week. 6 (35.3%) indicated they would not be prepared to pay.

1.9 Reputation Enhancement of Canterbury Christ Church University

- 1.9.1 14 (82.4%) of the Artists in residence felt that exhibiting at the Old Lookout Gallery enhanced the reputation of Canterbury Christ Church University 'a great deal', whilst 3 (17.6%) thought it enhanced the University's reputation 'to some extent'.

2. Local Businesses

2.1 A number of local businesses were approached and asked to participate in the survey. Throughout the summer season of 2013 sixteen businesses were surveyed:

- *Art Gallery (x2)*
- *Card & gift shop*
- *Coffee shop*
- *Gift shop, beach goods.*
- *Gift shop*
- *Handmade jewelry.*
- *Ladies boutique*
- *Mini golf*
- *Picture frame, gallery & card shop*
- *Print shop*
- *Restaurant (x2)*
- *Retail Jewelers*
- *Retail outlet selling nautical gifts, crab lines, bait, cards, china and clothing.*
- *Tourist information.*

2.2 Of these 11 (68.8%) knew where the Old Lookout Gallery was situated and 5 (31.3%) did not. When asked about its location 6 (37.5%) of the 16 provided an answer, these include the following: Broadstairs Harbour; Harbour area; Harbour Boathouse; Jetty; Pier and 'Upstairs the wooden building on jetty'. When asked of its opening times 5 (45.5%) of the 11 who knew its location provided the following responses: 10-4 (x2); Summer; Open weekends and Between July-August. However only 9 of the 11 respondents indicating they knew the location, provided a correct answer to where the Gallery is actually situated. At its core, only 9 (56.3%) out of the 16 businesses provided a 'Confident' indication with a follow up response of the Old Lookout Gallery's location.

2.3 When asked if they have visited the Old Lookout Gallery 5 (31.3%) responded with 'Yes' and 11 (68.8%) with 'No'. When asked how many times they had visited the Gallery, 3 (18.8%) had visited it once, 1 (6.3%) had visited it 3 time and 1 (6.3%) visited it more than 3 times.

- 2.4 When asked what exhibitions/events they thought the Old Lookout Gallery had, 11 (68.8%) expected 'Local History' and also Photographic Exhibitions (11, 68.8%). 1 (6.3%) did not know.

	N (%)
A chance to meet the artist	7 (43.8%)
Local History	11 (68.8%)
Paintings	9 (56.3%)
Performance	1 (6.3%)
Photographic exhibitions	11 (68.8%)
Short Art Films	1 (6.3%)
Sculpture	5 (31.3%)
Talks	1 (6.3%)

Table 7: Local businesses beliefs about the exhibits/events at the Old Lookout Gallery

- 2.5 11 (68.8%) of the surveyed businesses thought it was 'Very Important' to have Art Gallery in the town, 2 (12.5%) felt it was 'Important' and 3 (18.8%) felt it was of 'Some Importance' When asked what they perceived Galleries might bring to a town, business respondents felt they brought culture, but also new visitors and money:

- *A different place to visit.*
- *A reason for visitors to come to Broadstairs.*
- *An attraction for all to enjoy that is free of charge.*
- *Culture and education.*
- *Of course as I have a gallery it is of most importance to me. They bring culture and interest to a town. (x5)*
- *Tourists.*
- *Visitors, money - Nice to have cultural things. (x2)*

- 2.6 Local businesses were asked what would encourage them or their customers to attend the Old Lookout Gallery. They were asked to rate these on a scale of 1-5, with 5 being the highest. As can be seen from the table below, local businesses felt events/exhibitions related to local history would be the most attractive, however all events/exhibits were rated similarly between ratings of 3.3 to 4.

	Mean Rank
A chance to meet the artist	3.5
Local History	4
Paintings	3.3
Performance	3.3
Photographic exhibitions	3.7
Short Art Films	3.5
Sculpture	3.5
Talks	3.7

Table 8: Local Businesses' perception of what would encourage their customers to visit the Old Lookout Gallery

2.7 Marketing

2.7.1 When asked how each surveyed business learns about events/amenities in Broadstairs, the majority said they find out through 'Local Posters' (14, 87.5%). However Friends/colleagues; Leaflets; Newspapers; Social Media; Websites and 'Walking around town' were all sources of learning about events/amenities in Broadstairs. In terms of their customers, the surveyed businesses thought that 'Walking around town' (11, 68.8%) and 'Leaflets' (10, 62.5%) were the most influential learning sources. With 1 (6.3%) local business indicating that their customers also used the Tourist Information Centres.

	The business N (%)	Their customers N (%)
Friends/colleagues	11 (68.8%)	6 (37.5%)
Found when walking around town	10 (62.5%)	11 (68.8%)
Leaflets	10 (62.5%)	10 (62.5%)
Local posters	14 (87.5%)	8 (50.0%)
Signs on buildings	9 (56.3%)	5 (31.3%)
Newspapers	10 (62.5%)	7 (43.8%)
Social Media, e.g. Facebook/twitter	10 (62.5%)	5 (31.3%)
TV or Radio	8 (50.0%)	5 (31.3%)
Websites	10 (62.5%)	7 (43.8%)

Table 9: Ways local businesses/their customers learn about local events

2.8 Value for Money

2.8.1 When asked to what extent the surveyed businesses felt galleries such as the 'Old Lookout' attracts visitors to Broadstairs on a daily basis, 7 (43.8%) felt that they would attract more than 10 visitors daily, whilst 6 (37.5%) felt they attracted less than 10 visitors daily. Only 1 (6.3%) respondent felt they did not attract visitors.

Additional comments:

- *Depending on the season and the amount of visitors*
- *Don't know (x2)*
- *It would be an added attraction*
- *Hopefully you're getting more than 10!*

2.8.2 When asked about value for money and funding for art galleries in Broadstairs. The majority of business respondents' thought they were 'value for money' and 'appropriate for Broadstairs' and they signified that they should be supported by the local authority. However, opinion was divided on the extent to which galleries should be 'self-financed'. All respondents (14, 87.5%) but 1 (6.3%) thought that art galleries in Broadstairs should be better publicized.

	Strongly Disagree	Somewhat Disagree	Agree	Strongly Agree	Don't know
are value for money	-	-	9 (56.3%)	3 (18.8%)	3 (18.8%)
encourage visitors to stay longer/spend more	-	-	9 (56.3%)	5 (31.3%)	1 (6.3%)
are not appropriate in Broadstairs	9 (56.3%)	3 (18.8%)	1 (6.3%)	1 (6.3%)	1 (6.3%)
should be supported by the council	-	3 (18.8%)	7 (43.8%)	4 (25%)	2 (12.5%)
should be self-financing	2 (12.5%)	5 (31.3%)	5 (31.3%)	2 (12.5%)	1 (6.3%)
need to be better published	-	1 (6.3%)	9 (56.3%)	5 (31.3%)	-

Table 10: Local business views in terms of funding for art galleries.

2.8.3 When asked if they thought their customers would be prepared to pay to visit the Old Lookout Gallery, opinion by the businesses was divided. Slightly more of the businesses questioned felt that their customers would be prepared to pay (8, 50%), as compared to the 6 (37.5%) who thought they wouldn't. 2 (12.5%) did not provide a response.

2.8.4 When asked what they thought the maximum their customers would pay for 'a chance to meet the artist', see 'local history' 'paintings', 'performances', 'short arm films' and 'talks', at least 3 (18.8%) respondents signified that their customers would pay the maximum option of £3. Additionally, 'short art films' (4, 25%) and 'talks' 5 (31.3%) had the highest responses for paying the maximum option of £3. 'A chance to meet the artist' was also responded to favorably with 5 (31.3%) respondents believing their customers would pay £1 and 3 (18.8%) £3. Only 1 respondent (6.3%) wasn't quite sure.

	25p	50p	£1	£3
A chance to meet the artist	-	-	5 (31.3%)	3 (18.8%)
Local History	1 (6.3%)	1 (6.3%)	2 (12.5%)	3 (18.8%)
Paintings	1 (6.3%)	2 (12.5%)	2 (12.5%)	3 (18.8%)
Performance	-	3 (18.8%)	1 (6.3%)	3 (18.8%)
Photographic exhibitions	1 (6.3%)	4 (25.0%)	1 (6.3%)	2 (12.5%)
Short Art Films	-	2 (12.5%)	2 (12.5%)	4 (25.0%)
Sculpture	1 (6.3%)	3 (18.8%)	2 (12.5%)	2 (12.5%)
Talks	-	-	3 (18.8%)	5 (31.3%)

Table 11: Local businesses beliefs about the customers' willingness to pay for exhibitions and events at the Old Lookout Gallery

2.8.5 When asked if public money through the district's council tax should be spent on art galleries in Broadstairs, 3 (18.8%) businesses thought that no council tax should be spent at all. The majority (5, 31.3%) felt that less than 1% of council tax should be spent; 4 (25%) felt that 2-5% should be spent and 2 (12.5%) felt that more than 5% of council tax should be spent on Art Galleries in the district. 2 (12.5%) respondents did not provide an answer.

2.8.6 10 (62.5%) of the local business that responded, indicated they would also be prepared to advertise the Old Lookout Gallery, 4 (25%) said they would not. Contact details were left for 9 (56.3%) of the 16 businesses that would be prepared to advertise the Gallery (appendix 5).

3. Old Lookout Gallery Users

- 3.1 In the first four weeks of the 2013 summer season, Old Lookout Gallery Users returned 111 questionnaires. Further data collections had very similar responses patterns upon every 4-week interval up until Project completion, with a total of 365 returned questionnaires by Gallery Users. Estimates of actual visitors for the season was 6500 (click door counter) and a return of 365 represents a sample of approximately 6%.

Week	Number of respondents
1	8
2	53
3	29
4	21
5	14
6	28
7	46
8	19
9	102
10	16
11	25
12	4

Table 12: Number of Old Lookout Gallery User surveys returned by week

3.2 Demographics

- 3.2.1 In terms of users, the largest group were aged between 46-61+, 225 (61.6%), additionally over a third of these were 56+, 135 (37.0%). However, there were also 22 (6.0%) Users aged 21-25.

Age	N(%)
Under 15	19 (5.2%)
16-20	19 (5.2%)
21-25	22 (6.0%)
26-30	12 (3.3%)
31-35	22 (6.0%)
36-40	20 (5.5%)
41-45	24 (6.6%)
46-50	41 (11.2%)
51-55	49 (13.4%)
56-60	48 (13.2%)
61+	87 (23.8%)

Table 13: Age profile of Users.

3.2.2 219 (60.0%) of respondents were female and 145 (39.7%) were male. 1 (0.3%) did not respond to this question.

3.2.3 69 (18.9%) Users indicated they came from Broadstairs (CT10), 27 (7.4%) indicated they came from Ramsgate (CT11) and only 28 (7.7%) indicated they came from Margate (CT9). 129 (35.3%) indicated they came from outside of the Thanet region, 9 (2.5%) of whom were international visitors. For a full list see appendix 6.

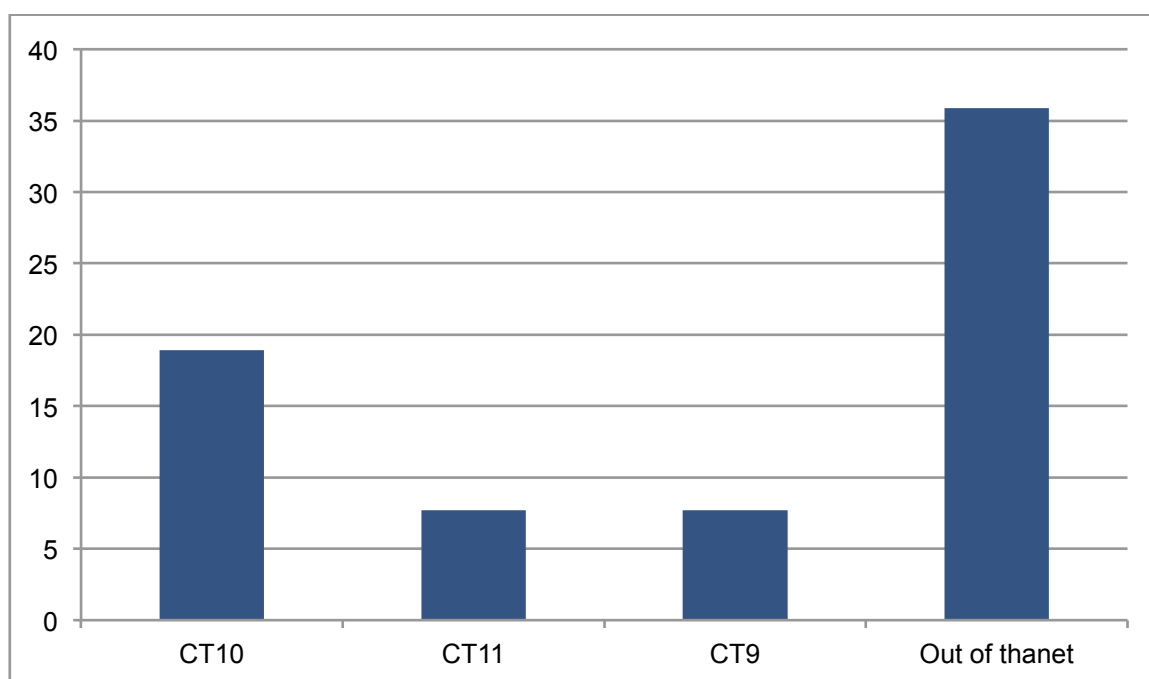


Figure 7: Origin of visitors to the Old Lookout Gallery

3.2.4 When asked about highest educational qualifications and/or current course of study, the largest number of responses indicated that a 1st degree (BA/BSc) was their highest educational qualification (99, 27.1%).

Qualification/or equivalent level	Highest Qualification N (%)	Current course of study N (%)
No formal qualifications	24 (6.6%)	-
GCSEs	42 (11.5%)	6 (1.6%)
A levels	59 (16.2%)	-
1st Degree (BA/BSc)	99 (27.1%)	8 (2.2%)
Postgraduate Degree	23 (6.3%)	19 (5.2%)
MA/MSc/PhD	52 (14.2%)	3 (0.8%)

Table 14: highest educational qualification/course of study of Users

- 3.2.5 When Users were asked to indicate if they had 'other qualifications', a number of qualifications were listed as shown in Appendix 7, each by a single respondent - interestingly they are all vocational qualifications: AC11 Master Mariner, Certified Accountancy, City and Guilds Master carpenter and joiner, City and Guilds technicians cert. 1, 2, 3 and 4, GCE, SRN, H.N.D, NVQ III, Registered General Nurse, RSA Teachers. When asked about 'other' (not listed) current course of study, these included single respondents indicating vocational qualifications: BTEC, GNVQ Level 3, as well as a number of primary and middle school students.

3.3 Using the Old Lookout Gallery: Reason and Outcomes

- 3.3.1 When asked why they used the Old Lookout Gallery the largest number of respondents indicated they came out of curiosity 162 (44.4%), followed by personal recommendation 47 (12.9%). Interestingly, very few came because of social media or websites.

<i>Reason</i>	<i>N (%)</i>
Completed survey in Broadstairs	2 (0.5%)
Curiosity without knowing what to expect	162 (44.4%)
Personal recommendation by friend	46 (12.6%)
Personal recommendation by someone connected to the Gallery	47 (12.9%)
Postcard	5 (1.4%)
Sign outside of Gallery	84 (23.0%)
Social Media, e.g. Facebook/Twitter	9 (2.5%)
Website – Artist's	4 (1.1%)
Website – CCCU's	2 (0.6%)
Word of mouth	37 (10.1%)

Table 15: Reasons for Using the Old Lookout Gallery

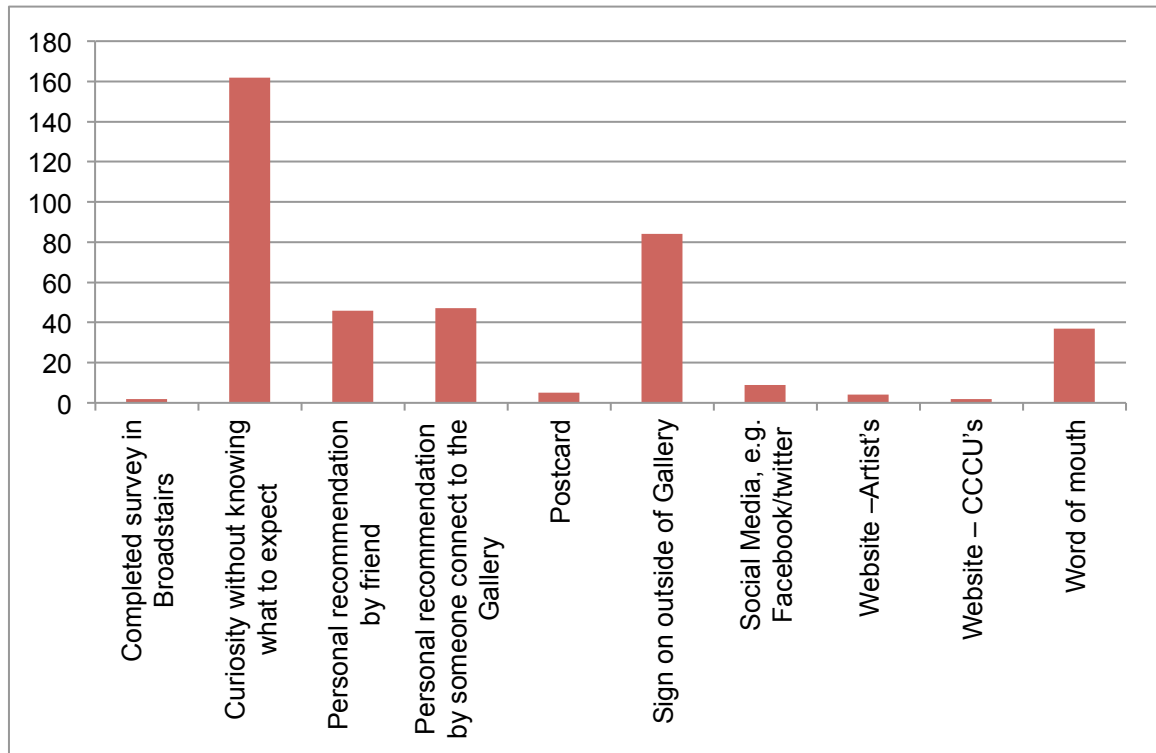


Figure 8: Reasons for Using the Old Lookout Gallery

3.3.2 When asked if they had used the Old Lookout Gallery for any other reasons, the most common response was a 'return visit', although a number had seen an advertisement or were curious.

Repeat visit

- *Always look out for The Lookout/repeat visit. (x15)*
- *Visiting friends and families. (x9)*
- *Interest in gallery. (x4)*
- *100 couples project. (x2)*
- *Documentary research.*

Recommended by another/brought by another

- *Because my granddaughter saw bubbles!*
- *Because my parents brought me.*
- *Came to have a look round Broadstairs after buying tickets for a folk band.*
- *Collaboration with civic society.*
- *Wife dragged me.*

Responded to invitation

- *Email invitation. (x2)*
- *Friend's exhibition.*
- *Have visited several times and this time response to request for old seaside photos.*
- *Responded to local advertisement.*

Some form of advertisement

- *Advertisement. (x10)*
- *List of events on prom.*
- *On the web in several places.*
- *Saw a poster in town - interested in old seaside photos. (x2)*

- *Randomly saw banner out front/ Saw it open and never visited. (x3)*
- *Visiting friend and saw exhibition on Festival Schedule.*

Curiosity/interest in galleries

- *I love galleries of any kind, small and interesting this one.*
- *Walked past, was interested what it was. (x2)*
- *I thought it was a Wolfgang Tillman's exhibition but I was very pleasantly surprised!*
- *I work for CCCU and am familiar with Karen's work in curating the Sunbeam collection.*
- *Interest in the artist's work.*
- *Will be doing residency in August.*
- *Participate in workshop.*
- *Radio art.*
- *Star of film.*
- *On holiday.*
- *Thanet artist open days.*
- *To scan Sunbeam photos.*
- *We were interested in lovely old building.*

3.3.3 For 215 (58.9%) Users it was their first visit, 149 (40.8%) indicated they had visited the Old Lookout Gallery before. Of these, 31 (8.5%) had visited once, 24 (6.6%) had visited twice, 29 (7.9%) had visited three times, 10 (2.7%) four times and 57 (15.6%) more than four times.

3.3.4 When asked to indicate on a scale of 1-10 (1 being not likely, 10 being definitely) how likely they were to visit again, 6 (1.6%) respondents gave a rating of 1 or 2 and only 20 (5.5%) gave a rating of 4 or under. 78 (21.4%) gave a rating of 7, 47 (12.9%) gave a rating of 9 and 123 (33.7%) gave an indication of 10 (definitely).

3.3.5 When asked to indicate what would encourage them to visit the Gallery again, photographic exhibitions were most commonly identified (229, 62.7%) followed by local history (198, 54.2%), paintings (182, 49.9%) and a chance to meet the artist (179, 49%).

	N (%)
A chance to meet the artist	179 (49.0%)
Local History	198 (54.2%)
Paintings	182 (49.9%)
Performance	104 (28.5%)
Photographic exhibitions	229 (62.7%)
Short Art Films	137 (37.5%)
Sculpture	136 (37.3%)
Talks	106 (29.0%)

Table 16: Exhibitions/events that would encourage future visits.

3.3.6 In addition, respondents added what they had experienced and also a variety of events/activities that would encourage them to visit again. However, although a variety of suggestions were made none were made by a significantly large number or shared a commonality.

- *Beautiful situation/interesting work.*
- *Changing use of space.*
- *Open to all artistic slants.*
- *Poetry. (x2)*
- *The not knowing what to expect.*
- *Installations.*
- *High quality, exciting work.*
- *To be surprised or interested.*
- *Anything to do with art. (x4)*
- *Being here. (x3)*
- *Workshops.*
- *Tips for my own work.*
- *This film footage.*
- *Private views.*
- *View.*
- *Seeing a notice when it is open.*
- *Classes.*
- *Option to purchase.*
- *More technology.*
- *Able to bring a friend.*
- *If I was walking past.*
- *Bring a friend.*
- *Installations.*
- *High quality, exciting work.*
- *I like the variety.*
- *May be surprised or interested. (x2)*
- *Nice to purchase also.*
- *Private views - I like to party.*
- *This film footage.*
- *Workshops.*

3.3.7 Whilst 122 (33.4%) respondents indicated that their visit had encouraged them to consider undertaking a course of study in the arts to only some extent, 28 (7.7%) indicated that visiting the Gallery had encouraged them to a great extent. The most popular of which was signified as a practical evening class (71, 19.5%). Two respondents also indicated that they were already doing a course/classes and one that they were a 'patron of the arts'.

3.3.8 When Users were asked what other kind of further study would be of interest comments included the following:

- Existing engagement (*Already engaged in BA Photography, Already doing, Already doing for pleasure, Have a degree in art, On a course, Part of a OU study, Studying the arts, Currently a potter*).

- Further study desired (*classes making art, Art holidays, Designer, Completing own projects, Inspiration, Being an actor, having more time*).
- Selecting relevant qualifications (*Select art as a GCSE, GCSE art, Online courses, Studying Psychology*).

	N (%)
Public lectures	64 (17.5%)
An evening class (practical)	71 (19.5%)
An evening class (theory)	27 (7.4%)
A qualification in the Arts – Full time	10 (2.7%)
A qualification in the Arts – Part time	19 (5.2%)

Table 17: Activities User respondents might consider taking part in as a result of their visit to the Old Lookout Gallery

3.3.9 When Users were asked what other benefits the Old Lookout Gallery brought to the area, a wide variety of comments were included. The most popular related to culture and the history of the local area.

- (*Contributes*) to and enhances the local culture.
- A chance for local artists to showcase their talent.
- A chance for young and old to enjoy art.
- A chance for young/students to share their work with local residents and visitors to the area.
- A special landmark/ Added attraction. (x2)
- A wonderful little arts place!
- Additional tourist attraction and making sure an old building is kept alive.
- Adds charm.
- Adds to the cultural experience! (x5)
- Alternative arts and extras to the "tourist" Dickensian theme.
- Always good to encourage art and local history.
- An excellent example of original art in a town with rather too much reproduction. and low value mass-produced 'tat'.
- Another attraction; use of the building.
- Art focus in key Broadstairs location. A chance to see work of local artists / and CCCU students.
- Art, every changing/ Experimental art/ Real art/ An artistic touch. (x5)
- Attractive to look at - of historic interest.
- Brings (unusual?) art to the holidaymaker/(informally?)
- Brings an artistic element to Broadstairs. There aren't many exhibitions here.
- Chance to exhibit in a quirky historical building.
- Chance to see artists/works you wouldn't see elsewhere.
- Character.
- Combines culture with a familiar, interesting old building.
- Complements the artistic feel of the town.
- Diversity.
- Helps local artists.
- Historical centre of town, a chance to see Broadstairs history. (x11)

- *I grew up in the area and have walked past the gallery building many times. It is nice to come inside.*
- *Interaction with art and local artists.*
- *Interesting for visitors and residents alike. (x3)*
- *It is in a perfect location for locals and tourists to 'pop in' as they walk along the pier. (x3)*
- *It's great to see local artists, and others, using this unique space so well.*
- *It's nice.*
- *Most enjoyable never been before.*
- *New interesting people and art forms in a quaint seaside setting. (x3)*
- *Opportunity for local artists to share work.*
- *Opportunity to visit building.*
- *Something different - Better than Turner Museum. (x3)*
- *Support for the arts in a wonderful quirky place - brings visitors in. Adds to the different 'feel' Broadstairs has from other seaside towns.*
- *The actual use of the Lookout Gallery, attracting more visitors.*
- *Tourism to Broadstairs.*
- *Unique building, inspirational to all, great exhibit and great for the community. Clever use of space. (x3)*
- *Unique/Variety. (x2)*
- *Views/photos.*
- *Young artists.*

3.3.10 When asked to add any other comments, Users added a number of very positive comments and suggestions.

Positive comments

- *A fascinating exhibition, giving much to think about.*
- *A quirky venue; not to be changed.*
- *Art films would be a great idea!*
- *Brilliant! Good luck.*
- *Everyone to pray for more sunshine!*
- *Great thanks.*
- *It is perfect as it is!*
- *It was lovely; I love the building and location!*
- *It's great. Really interesting.*
- *Keep advertising so more people find out.*
- *Keep the faith! It would be a tragedy if the Old Lookout were to become another gift shop/tea room!*
- *Leave it as it is. Great building. (x3)*
- *Local artists.*
- *Really nice idea maybe more noticeable as found it by mistake.*
- *Re-deck the floor, re-paint walls.*
- *Very interesting as usual.*
- *Very interesting exhibition.*
- *Well done!*

Suggestions

- *More advertising/publicity/sign posting. (x5)*
- *Possibly using the outside space. I would like to know more about Old George.*

- *Sing sea shanties.*
- *Tilt it another few degrees!*
- *I don't think you would get as many visitors if you started charging as people visit on the spur of the moment because they are visiting the beach.*
- *Access a little steep for aged mother.*

3.4 Paying for a Visit

3.4.1 When users were asked if they would be prepared to pay to visit the Old Lookout Gallery, 248 (67.9%) indicated they would, only 92 (25.2%) indicated they would not.

3.4.2 When asked how much users would be prepared to pay, the majority indicated they would be prepared to pay £1 - £3, particularly to meet the artist (163, 44.7%) followed by Photographic exhibitions (156, 42.7%).

	25p	50p	£1	£3
A chance to meet the artist	5 (1.4%)	17 (4.7%)	95 (26.0%)	68 (18.6%)
Local History	12 (3.3%)	23 (6.3%)	104 (28.5%)	42 (11.5%)
Paintings	7 (1.9%)	23 (6.3%)	101 (27.7%)	41 (11.2%)
Performance	3 (0.8%)	14 (3.8%)	76 (20.8%)	55 (15.1%)
Photographic exhibitions	7 (1.9%)	23 (6.3%)	99 (27.1%)	57 (15.6%)
Short Art Films	8 (2.2%)	19 (5.2%)	76 (20.8%)	54 (14.8%)
Sculpture	7 (1.9%)	18 (4.9%)	86 (23.6%)	39 (10.7%)
Talks	8 (2.2%)	22 (6.0%)	66 (18.1%)	56 (15.3%)

Table 18: Amount Users signified they would be prepared to pay for exhibits/events at the Gallery

3.4.3 In addition, individual User respondents indicated they would pay for the following:

- *Donation. (x3)*
- *Entrance fee. (x2)*
- *Mime £3*
- *Music £3*
- *The film £3*
- *Poetry 50p*
- *Professional art.*

4. Old Lookout Gallery Non-Users

- 4.1 A research intern was used to gather respondents. They approached people in Broadstairs high street and seafront/jetty/beach and asked them to complete a questionnaire. To distinguish them from those who completed the questionnaires after visiting the Old Lookout Gallery, these respondents will be called 'non-users', (although the questionnaires included a number of people who had visited the Gallery previously, see 4.3.2 below).

Demographics.

- 4.2.1 In terms of non-users, 76 non-users completed questionnaires by the end of the 2013 Summer season. The largest group(s) was 56+ (32, 42.1%), with the majority of those figures being 61+ (20, 26.3%). Additionally, 21-25 non-users (11, 14.5%) also responded well.

Age	N (%)
Under 15	1 (1.3%)
16-20	3 (3.9%)
21-25	11 (14.5%)
26-30	1 (1.3%)
31-35	4 (5.3%)
36-40	5 (6.6%)
41-45	7 (9.2%)
46-50	7 (9.2%)
51-55	5 (6.6%)
56-60	12 (15.8%)
61+	20 (26.3%)

- 4.2.2 In terms of non-users, 41 (53.9%) were male and 35 (46.1%) were female.
- 4.2.3 Regarding respondents postcodes, 33 (43.4%) indicated they were from Broadstairs (CT10), 13 (17.1%) from Ramsgate (CT11) and 5 (6.6%) were from Margate (CT9). The remaining 25 (32.9%) respondents had postcodes outside of Kent, with no international respondents (see Appendix 6).
- 4.3 When asked if they knew where the Old Lookout Gallery was situated, 40 (52.6%) indicated they did and 36 (47.4%) indicated they did not. 21 (52.5%) of those 40 respondents who did know, provided the following answers to where it was located:
- Harbour (x9)
 - On the Jetty (x6)
 - Boathouse (x3)

- *Broadstairs (x1)*
- *Tartar Frigate (x1)*
- *Seafront (x1)*

4.3.1 11 (14.5%) of the non-user respondents who knew the Old Lookout Gallery location also provided the following answers to when it was open:

- *Summer (x5)*
- *10 till 4 (x2)*
- *Day time (x1)*
- *Everyday (x1)*
- *Monday-Saturday (x1)*
- *Weekends (x1)*

4.3.2 33 (43.4%) of the non-users indicated they had visited the Gallery in the past, whereas 42 (55.3%) indicated they had not.

4.4 6 (7.9%) of the non-users indicated they had visited the Gallery once, 10 (13.2%) that they had visited it twice, 7 (9.2%) that they had visited it three times, 7 (9.2%) that they had visited it four times and 3 (3.9%) visited more than 4 times.

4.5 When asked what kind of exhibitions/events they thought were held at the Gallery, the largest number of non-user respondents indicated paintings (61, 80.3%), followed by local history (52, 68.4%), photographic exhibitions (50, 65.8%), and a chance to meet the artist (49, 64.5%).

	N (%)
A chance to meet the artist	49 (64.5%)
Local History	52 (68.4%)
Paintings	61 (80.3%)
Performance	23 (30.3%)
Photographic exhibitions	50 (65.8%)
Short Art Films	30 (39.5%)
Sculpture	32 (42.1%)
Talks	23 (30.3%)

Table 19: Non-users beliefs about exhibits/events at the Old Lookout Gallery

- 4.6 When asked to rate on a scale of 1-5 (1 being the lowest) what type of exhibitions/events would encourage them to attend, 57 (75%) out of 76 non-users provided responses. All exhibitions/events were responded to favorably, although the three highest ratings were for photographic exhibitions (Mean = 4.2), short art films (Mean = 4), and paintings (Mean = 4).

	Mean Ratings
A chance to meet the artist	3.8
Local History	3.7
Paintings	4
Performance	3.6
Photographic exhibitions	4.2
Short Art Films	4
Sculpture	3.9
Talks	3.9

Table 20: Rating of exhibits/events that would encourage attending the Gallery

- 4.6.1 Non User respondents also included the following regarding Exhibitions/Events that would encourage them to attend:

- *If I were in the area I would pop in. (x3)*
- *Workshops. (x2)*
- *Anything, I like variety. (x1)*
- *Poetry, Literature & Music. (x1)*
- *Short courses. (x1)*

- 4.7 When asked to what extent it is important to have art galleries in a town, 73 (96.1%) out 76 non-users felt it was important. 42 (55.3%) non-users indicated it is 'Very Important', 20 (26.3%) it is 'Important', 11 (14.5%) it is of 'Some Importance' and only 2 (2.6%) that it is 'Not at all Important'. When asked what else galleries bring to a town, a variety of non-user responses were included. The most common related to a place to view new forms of art, followed by bringing culture and knowledge to the town.

- *A chance to see art – nontraditional/more challenging things/ work from upcoming arts. (x12)*
- *Brings interest to the town/ Locals to be welcoming. (x3)*
- *Celebrating a part of the town's history/ Good use for an old building. (x2)*
- *Creativity.*
- *Culture and knowledge. (x10)*
- *Education. Allows a person to question things.*
- *Encouraging sales of local artists.*
- *Even if people don't like it, they can appreciate what others can do.*
- *Nice to have somewhere local where you can talk to the artists about their work without focus on selling.*
- *Different people to the town/Tourism. (x4)*

- *Something different to do (not music!).(x6)*
- *The arts need as much support as possible, especially on a local level.*

- 4.8 When non-users were asked how they learnt about events and amenities in Broadstairs, the most popular response was 'Friends/Colleagues' 57 (75.0%), followed by 'Found when walking around town' 50 (65.8%). Other reasonably high responses were the 'Internet' (32, 42.1%) and Local Posters (31, 40.8%). There were also other means of learning about events and amenities in Broadstairs including: Exploring the space, Facebook, Flyers in cafes and through living there.

	N (%)
Newspapers	27 (35.5%)
TV or Radio	6 (7.9%)
Local posters	31 (40.8%)
Internet	32 (42.1%)
Friends/colleagues	57 (75.0%)
Found when walking around town	50 (65.8%)

Table 21: How non-users learnt about events and amenities in Broadstairs

- 4.9 When cross-tabulating 'Age' groups with non-users 'method of learning about events/amenities in Broadstairs', an interesting trend lies within the 21-25 group who learn about Gallery events/amenities primarily via Internet, Friends/Colleagues and walking around town. On the other end of the scale, the 56+ population group primarily learns about Gallery events/amenities through Newspapers, Local Papers, Friends/Colleagues, Walking around town and TV/Radio. Although no statistical power is present, only an observation of frequencies.

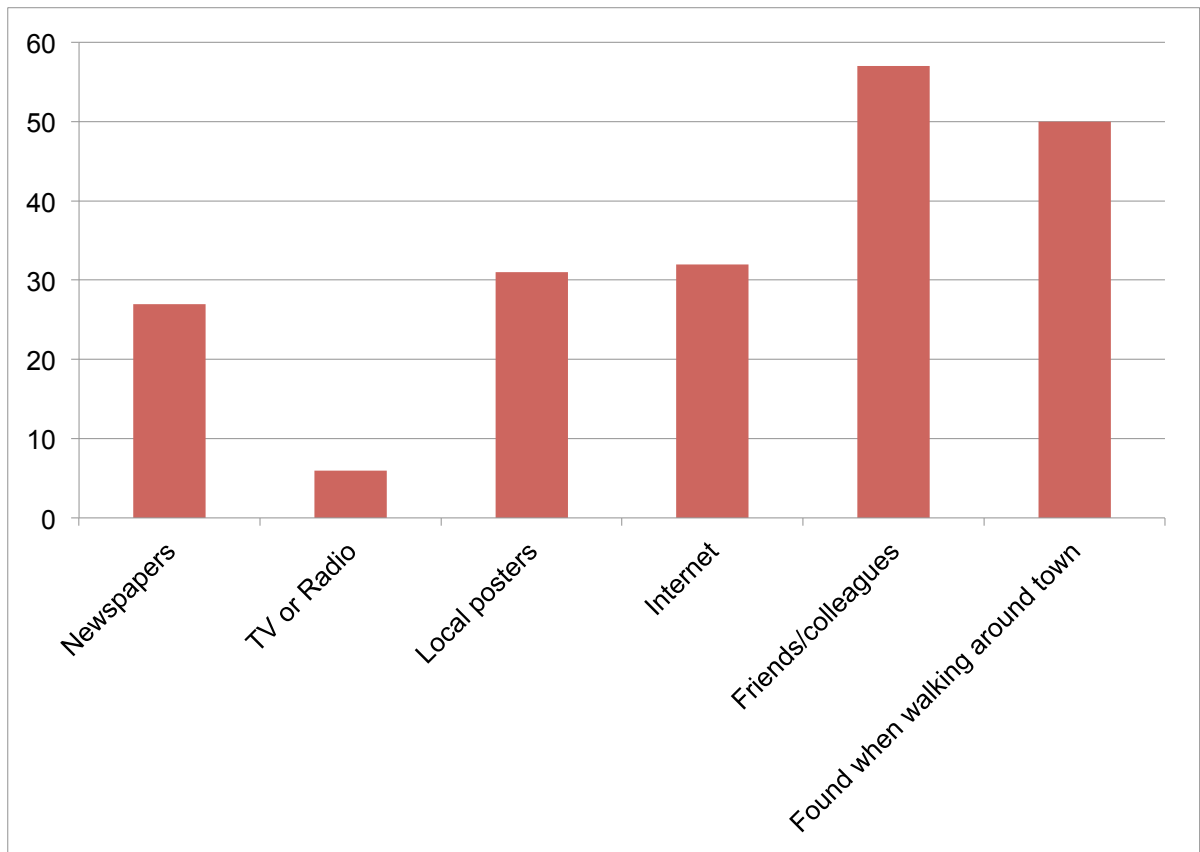


Figure 9: How non-users learnt about events and amenities in Broadstairs

4.10 Non-Users / Prepared to pay

4.10.1 When non-users were asked if they would be prepared to pay to visit the Old Lookout Gallery, 46 (63%) of 73 who answered indicated they would pay and 27 (37%) of 73 said they wouldn't pay. The highest response from the non-users regarding the maximum they would be prepared to pay was £1, 27 (37%). Second highest amount that was prepared to pay was 50p (12 (16.4%) followed by £3, 9 (12.3%)

4.10.2 However, when asked if they would be prepared to pay for specific events/exhibits, although less people responded, for those who did the highest proportions indicated they would pay £3, see below.

	25p	50p	£1	£3
A chance to meet the artist	11 (14.5%)	1 (1.3%)	8 (10.5%)	23 (30.3%)
Local History	12 (15.8%)	3 (3.9%)	8 (10.5%)	21 (27.6%)
Paintings	10 (13.2%)	2 (2.6%)	11 (14.5%)	22 (28.9%)
Performance	10 (13.2%)	3 (3.9%)	7 (9.2%)	24 (31.6%)
Photographic exhibitions	9 (11.8%)	2 (2.6%)	8 (10.5%)	29 (38.2%)
Short Art Films	9 (11.8%)	1 (1.3%)	9 (11.8%)	26 (34.2%)
Sculpture	9 (11.8%)	1 (1.3%)	8 (10.5%)	27 (35.5%)
Talks	9 (11.8%)	2 (2.6%)	5 (6.6%)	29 (38.2%)

Table 22: Whether non-users would be prepared to pay to visit the Gallery

4.10.3 Non-User respondents who replied with other paying methods included the following:

- *Donations. (x4)*
- *Day course/workshop. (x2)*
- *Would pay depending what is on. (x1)*
- *Entrance fee. (x1)*
- *Works best being free. (x1)*

4.11 Further Comments/suggestions

4.11.1 When asked to provide any further comments or suggestions to improve the Old Lookout Gallery, the most common non-user response was to improve the advertising by way of leaflets, posters and signage. Respondents also asked for some improvements to the building to make it more noticeable and perhaps a wider variety of events. Non-User Comments included:

Adverts

- *Adverts at tourist information hut?*
- *Adverts in newspapers? Or local magazines? (x4)*
- *Better signs. Not sure whether locals know about it.*
- *Leaflets in town/Flyers in cafes? (x2)*
- *Clearer posters/ More banner type advertising on the seafront etc. (x2)*
- *Better sign at bottom of stairs to say come in. More obvious to passers by.*
- *More publicity in the centre of town. (x5)*

Diversity of attractions

- *Art Galleries can be stuffy - elitist and I like diverse collections.*
- *Different events. Perhaps music.*

Improve the building/opening

- *Attractive, if rather small. Good!*
- *Could make it more aesthetically pleasing from outside/more noticeable. (x2)*
- *Keep going! Even more things on! (x3)*
- *Longer season! Even more exhibits. (x2)*
- *More information explaining history and uses of the building.*
- *Friendly canvasser.*

Keep it free

- *Think it works well as a free space - don't change!*

5. Social Return on Investment

- 5.1 One of the aims of this project was to evaluate the social return on investment (SROI). This concept encapsulates both qualitative and quantitative aspects. Qualitatively it represents, artists; businesses; users (visitors) and non-users perception of the benefit and impact of having such a space in Broadstairs. As mentioned above there is overwhelming evidence that all these groups believe the space does contribute to the culture, educational and historical life and legacy of the town.
- 5.2 Artists signified that exhibiting had a positive impact on their professional practice and the local community's interest (see section 1).
- 5.3 However, there are also questions about income generation. By its very nature this is harder to ascertain and any figures gained are somewhat speculative. The methodology trialed here represents both estimates of actual income generated and potential income should the Gallery choose to charge.

5.4 Actual income

- 5.4.1 As reported above exhibiting Artists signified that the Old Lookout Gallery had increased website hits, publicity, their reputation and sales. Although artists did not give specific details, feedback does indicate that at least 14 pieces of work were sold as a result of exhibiting in the Gallery.
- 5.4.2 The artworks sell for under £100 to upwards of £1000. Therefore a conservative estimate would be £1000-£2000 of income directly attributable to exhibiting at the Gallery.

5.5 Potential income

5.5.1 Artist

- 5.5.2 When the artists were asked if they would be prepared to pay to exhibit, 11 of 17 indicated they would. They proposed different amounts, the mean being £76 for a week, the cumulative total being £840 for the season (see 1.8.1).
- 5.5.3 This not only allows a financial estimate of the 'value' artists assign to being able exhibit, but given that they can potentially make at least double this figure in total sales (see above), it underscores what the Gallery is giving to the (creative) community.

5.5.4 Local Business perception

5.5.5 When questioned 13 of the 16 local businesses felt that galleries such as The Old Lookout' attract daily visitors to Broadstairs. Again estimates varied between above 10 visitors (x7) and below 10 visitors (x6). Slightly over half felt there customers would be prepared to pay (the mean estimate being approximately £1.50). So although in the view of business owners, these extra visitors would not necessarily generate a great deal of income for the Gallery, up to 20 extra visitors a day for Broadstairs, could potentially represent 1680 additional 'users' over a summer season.

5.5.6 In addition, 11 of the 16 felt that some council tax should be spent on Art Galleries in Broadstairs. Given that the Old Lookout Gallery is currently entirely supported by CCCU it seems clear that from the local business perspective it is value for money.

5.5.7 Users of the Old Lookout Gallery

5.5.8 When users were asked if they would be prepared to pay to use the Gallery, two thirds indicated they would (248, 67.9%). Estimates of how much they would be prepared to pay varied - the most being £1.68 (mean) for 'performance'. The mean amount user respondents would pay was £1.53 for exhibitions/events. From this User data, it can tentatively be estimated that the Gallery could potentially generate income of £379.44 over the season from those visitors alone. If this were further extrapolated to those visitors who returned a questionnaire (n=365), this figure would rise to a conservative £558.45.

5.5.9 In addition, click rate returns Gallery footfall estimate in excess of 6500 Users over the summer season. If the mean figure of £1.53 were used as a user fee, this would equate to £9945 of potential income over the season.

5.5.10 An alternative way to look at this though, is that by **not** charging these figures it represents further disposable income, which might be spent in the local area, thus benefiting the community more broadly.

	25p	50p	£1	£3	Mean	Total
A chance to meet the artist	5 (1.4%)	17 (4.7%)	95 (26.0%)	68 (18.6%)	£1.67	£308.75
Local History	12 (3.3%)	23 (6.6%)	104 (28.5%)	42 (11.5%)	£1.35	£244.50
Paintings	7 (1.9%)	23 (6.3%)	101 (27.7%)	41 (11.2%)	£1.38	£237.25
Performance	3 (0.8%)	14 (3.8%)	76 (28%)	55 (15.1%)	£1.68	£248.75
Photographic exhibitions	7 (1.9%)	23 (6.3%)	99 (27.1%)	57 (15.6%)	£1.52	£283.25
Short Art Films	8 (2.2%)	19 (5.2%)	76 (20.8%)	54 (14.8%)	£1.59	£249.50
Sculpture	7 (1.9%)	18 (4.9%)	86 (23.6%)	39 (10.7%)	£1.43	£213.75
Talks	8 (2.2%)	22 (6%)	66 (18.1%)	56 (15.3%)	£1.63	£247.00

Table23: Amount Users of the Old Lookout Gallery would be prepared to pay, totals and means

5.5.11 Non Users

5.5.12 Non-users were asked if they would be prepared to pay to visit/use the Old Lookout Gallery. Again two thirds indicated they would (46, 61%). Estimates of how much they would pay varied, the most being £2.12 (mean) for talks. The mean amount respondents (non-users) would be prepared to pay was £1.93. Therefore if these non-users were to visit and pay, it could be estimated that they represent a potential income of £88.78 to the Gallery. Of course the sample is small and only represents a small fraction of visitors to Broadstairs / Gallery non-users.

	25p	50p	£1	£3	Mean	Total
A chance to meet the artist	11 (14.5%)	1 (1.3%)	8 (10.5%)	23 (30.3%)	£1.87	£80.25
Local History	12 (15.8%)	3 (3.9%)	8 (10.5%)	21 (27.6%)	£1.72	£75.50
Paintings	10 (13.2%)	2 (2.26%)	11 (14.5%)	22 (28.9%)	£1.79	£80.50
Performance	10 (13.2%)	3 (3.9%)	7 (9.2%)	24 (31.6%)	£1.89	£83.00
Photographic exhibitions	9 (11.8%)	2 (2.6%)	8 (10.5%)	29 (38.2%)	£2.05	£98.25
Short Art Films	9 (11.8%)	1 (1.3%)	9 (11.8%)	26 (34.2%)	£1.99	£89.75
Sculpture	9 (11.8%)	1 (1.3%)	8 (10.5%)	27 (35.5%)	£2.04	£91.75
Talks	9 (11.8%)	2 (2.26%)	5 (6.6%)	29 (38.2%)	£2.12	£95.25

Table24: Amount non-users to the Gallery would be prepared to pay, totals and means

5.5.13 In relation to the question of payment to visit the Old Lookout Gallery, it is interesting to note that there was a variation in both what maximum visitors and non-visitors would pay and there was a clear negative skew. i.e. for each option not only did the majority of respondents indicate they would be prepared to pay to visit the Gallery, but they were prepared to pay £1-£3 the highest options available (although interestingly non-users were mostly likely to pay £3, whilst visitors £1). It would be interesting to speculate if, given the option, would have been prepared to pay more? This not only underscores the value placed, by the public on local galleries, but also the potential disposable income they bring into the area.

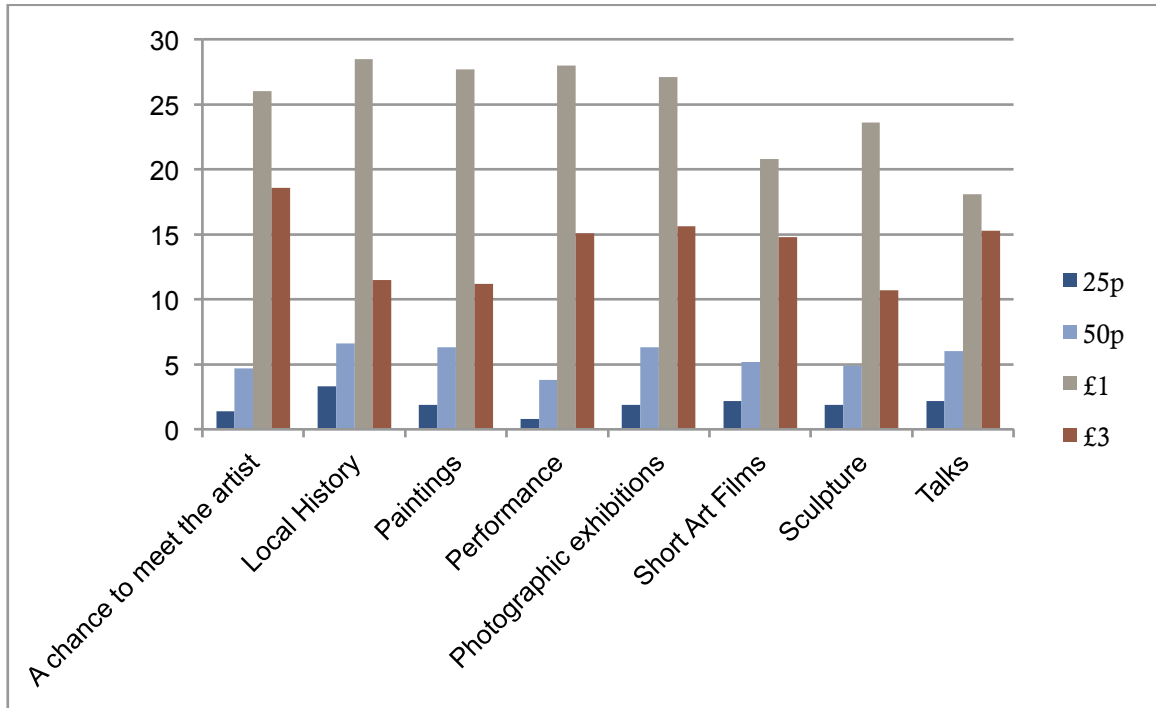


Figure 10 Visitors and what they would be prepared to pay to attend various exhibits/events at the Old Lookout Gallery (% respondents)

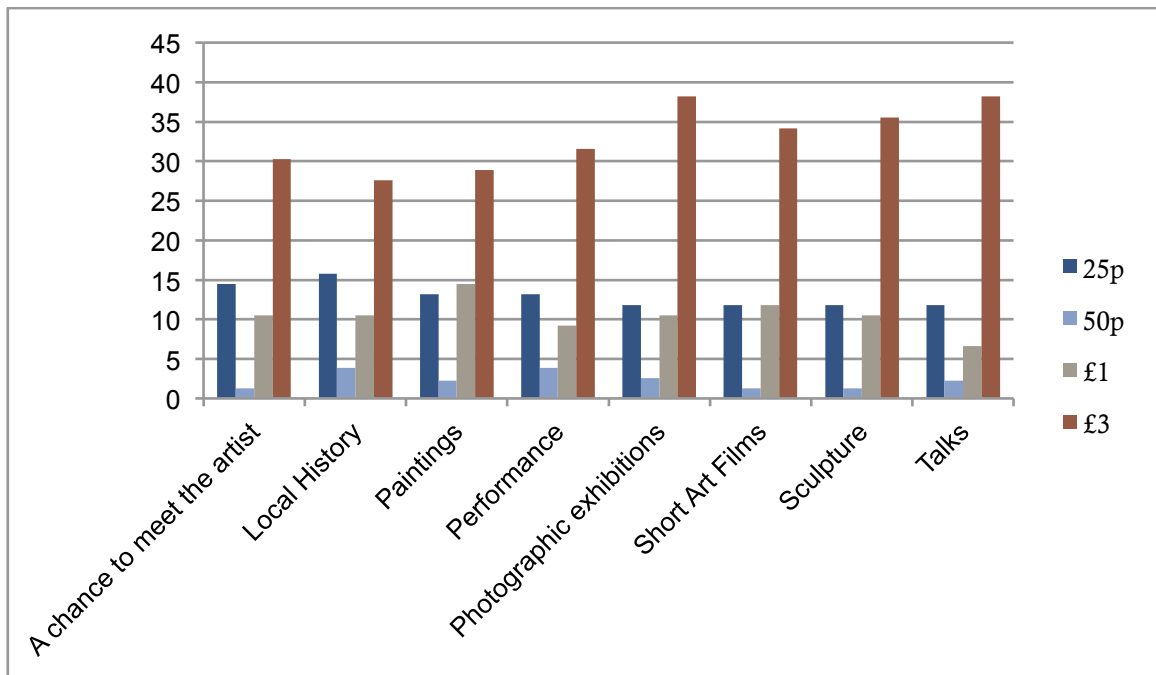


Figure 11: Non-users and what they would be prepared to pay to attend various exhibits/events at the Old Lookout Gallery (% respondents)

- 5.5.14 The disparity between the maximum users and non-users would be prepared to pay, requires further investigation. However, it may be a reflection of the questions asked. Users were asked about exhibitions/events hosted in the Gallery, whereas non-users were asked what they would pay for 'these types' of exhibitions/events. Given the modest size of the Gallery, it is perhaps not surprising that visitors volunteered to pay less than those being asked in a more general and hypothetical way.

5.6 Further Study

- 5.6.1 A further SROI impact that the Gallery had, was inspiring users to take on further study. 191 (52.3%) of Users indicated that they would be interested in pursuing further study, which if harnessed brings with it a potential cultural and economic benefit to the area.

6. Similarities and differences between users and non-users, implications for marketing.

6.1. Differences between users and non-users.

6.1.1 There were slight demographic differences between users and non-users. However, in both samples there appeared a larger proportion in the older age range. This probably does not represent an accurate picture of visitors to Broadstairs, but rather those who visited the Gallery and those prepared to respond to the survey.

	Visitors	Non Users
Age	N(%)	N(%)
Under 15	19 (5.2%)	1 (1.3%)
16-20	19 (5.2%)	3 (3.9%)
21-25	22 (6.0%)	11 (14.5%)
26-30	12 (3.3%)	1 (1.3%)
31-35	22 (6.0%)	4 (5.3%)
36-40	20 (5.5%)	5 (6.6%)
41-45	24 (6.6%)	7 (9.2%)
46-50	41 (11.2%)	7 (9.2%)
51-55	49 (13.4%)	5 (6.6%)
56-60	48 (13.2%)	12 (15.8%)
61+	87 (23.8%)	20 (26.3%)

Table 25: Age difference between visitors and non-users sampled

6.1.2 The non-user sample was relatively small, especially considering the number of visitors Broadstairs has during the summer. It is difficult to know if the sample is representative and thus drawing conclusions should be undertaken with caution. However, some differences between the user and non-user group appeared to be evident. For example, 42.1% (32) of the non-user group indicated using the Internet to learn about local events, whereas only 1.6% (6) of the Gallery users cited the Internet as the reason for their visit. More work therefore needs to be undertaken to ascertain if this difference is real and meaningful.

6.2 Differences were also found in the user group when broken down by age. Although there was some evidence that younger people used the internet/social media, for all age groups more traditional forms of advertising appeared to be the reason cited for visit. This would suggest that although more traditional forms of advertising are the most productive for the Gallery, more work needs to be undertaken to discover what would appeal to a younger and more diverse demographic.

Reason	Under 15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61+
Completed survey in Broadstairs	-	-	-	-	-	-	-	-	-	1 (50%)	1 (50%)
Curiosity without knowing what to expect	11 (6.9%)	10 (6.3%)	5 (3.1%)	4 (2.5%)	7 (4.4%)	8 (5.0%)	10 (6.3%)	15 (9.4%)	22 (13.8%)	24 (15.0%)	44 (27.5%)
Personal recommendation by friend	1 (2.2%)	3 (6.5%)	5 (10.9%)	3 (6.5%)	5 (10.9%)	2 (4.3%)	3 (6.5%)	8 (17.4%)	8 (17.4%)	3 (6.5%)	5 (10.9%)
Personal recommendation by someone connected to the Gallery	-	4 (8.4%)	6 (12.8%)	3 (6.4%)	3 (6.4%)	2 (4.3%)	5 (10.6%)	4 (8.5%)	4 (8.5%)	10 (21.3%)	6 (12.8%)
Postcard	-	1 (20.0%)	-	-	1 (20.0%)	-	1 (20.0%)	1 (20.0%)	1 (20.0%)	-	-
Sign outside of Gallery	5 (6.0%)	1 (1.2%)	2 (2.4%)	-	3 (3.6%)	3 (3.6%)	8 (9.6%)	10 (12.0%)	12 (14.5%)	13 (15.7%)	26 (31.3%)
Social Media, e.g. Facebook/Twitter	-	-	2 (22.2%)	1 (11.1%)	-	-	2 (22.2%)	1 (11.1%)	2 (22.2%)	1 (11.1%)	-
Website – Artist's	-	2 (50.0%)	-	-	1 (25.0%)	1 (25.0%)	-	-	-	-	-
Website – CCCU's	-	1 (50.0%)	-	-	-	-	-	1 (50.0%)	-	-	-
Word of mouth	2 (5.4%)	3 (8.1%)	4 (10.4%)	-	1 (2.7%)	2 (5.4%)	2 (5.4%)	3 (8.1%)	11 (29.7%)	6 (16.2%)	3 (8.1%)

Table 26: Reasons cited for visit, broken down by age.

6.3 This pattern is also echoed by sampled business owners, who perceived the majority of their customers learnt about local amenities from 'walking around'. 'leaflets' and local 'posters'. There may be an element of triangulation to this these findings (see section 2).

- 6.4 One notable difference between the groups related to the reasons for visiting the Gallery. Both users and non-users rated photographic exhibitions as the most attractive, there was a clear, but subtle difference in relation to the other aspects that would attract them, with 'performance' being the least attractive to users, but rated 4th (out of 8) for non-users. The reasons for this are not known, but it may reflect the lack of space which the user group would be familiar with. Again more research is needed to ascertain exactly what would attract more visitors and how best to promote the Gallery, but this research gives an interesting start point.

	Ranks	
	Non users	Visitors
A chance to meet the artist	6	4
Local History	7	2
Paintings	2.5	3
Performance	8	7
Photographic exhibitions	1	1
Short Art Films	2.5	5
Sculpture	4.5	6
Talks	4.5	8

Table 27: Comparison between non-users and users in terms of reasons to attend the Gallery.

- 6.5 When users and non-users interest in attending a venue like the Old Lookout Gallery were analysed in terms of age, some slight variations can be seen. For example, proportionally older users were interested in 'a chance to meet the artist', compared to non-users. More of the younger non-users expressed an interest in photographic exhibitions. However, in both groups and for all categories proportionally older respondents were more interested in each aspect and to reiterate, both samples were negatively skewed toward the older age groups.

Reason	Under 15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61+	Total
A chance to meet the artist	8 (4.5%)	8 (4.5%)	11 (6.2%)	4 (2.2%)	15 (8.5%)	11 (6.2%)	9 (5.1%)	21 (11.8%)	23 (12.9%)	30 (16.9%)	38 (21.3%)	178 (100%)
Local History	5 (2.5%)	4 (2.0%)	11 (5.6%)	8 (4.1%)	9 (4.6%)	10 (5.1%)	9 (4.6%)	27 (13.7%)	24 (12.2%)	32 (16.2%)	58 (29.4%)	197 (100%)
Paintings	7 (3.9%)	7 (3.9%)	8 (4.4%)	6 (3.3%)	9 (5.0%)	7 (3.9%)	15 (8.3%)	26 (14.4%)	24 (13.3%)	31 (17.1%)	40 (22.2%)	180 (100%)
Performance	2 (1.9%)	4 (3.9%)	7 (6.8%)	4 (3.9%)	6 (5.8%)	8 (7.8%)	3 (2.9%)	19 (18.4%)	13 (12.6%)	15 (14.6%)	22 (21.4%)	103 (100%)
Photographic exhibitions	5 (2.2%)	13 (5.7%)	12 (5.3%)	8 (3.5%)	13 (5.7%)	11 (4.8%)	16 (7.0%)	30 (13.2%)	30 (13.2%)	37 (16.3%)	52 (22.9%)	227 (100%)
Short Art Films	4 (2.9%)	9 (6.6%)	7 (5.1%)	4 (2.9%)	8 (5.9%)	9 (6.6%)	9 (6.6%)	23 (16.9%)	20 (14.7%)	17 (12.5%)	26 (19.1%)	136 (100%)
Sculpture	5 (3.7%)	4 (3.0%)	6 (4.4%)	6 (4.4%)	7 (5.2%)	9 (6.7%)	11 (8.1%)	24 (17.8%)	19 (14.1%)	19 (14.1%)	25 (18.5%)	135 (100%)
Talks	1 (1.0%)	2 (1.9%)	6 (5.7%)	2 (1.9%)	9 (8.6%)	4 (3.8%)	6 (5.7%)	16 (15.2%)	15 (14.3%)	15 (14.3%)	29 (27.6%)	105 (100%)

Table 28: Users interest by age.

Reason	Under 15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61+	Total
A chance to meet the artist	1 (1.8%)	3 (5.3%)	11 (19.3%)	0 (0.0%)	4 (7.0%)	3 (5.3%)	5 (8.8%)	6 (10.5%)	3 (5.3%)	9 (15.8%)	12 (21.1%)	57 (100%)
Local History	1 (1.6%)	3 (4.9%)	10 (16.4%)	0 (0.0%)	4 (6.6%)	3 (4.9%)	6 (9.8%)	6 (9.8%)	4 (6.6%)	10 (16.4%)	14 (23.0%)	61 (100%)
Paintings	1 (1.6%)	3 (4.9%)	11 (18.0%)	0 (0.0%)	4 (6.6%)	4 (6.6%)	6 (9.8%)	6 (9.8%)	3 (4.9%)	8 (13.1%)	15 (24.6%)	61 (100%)
Performance	1 (2.1%)	3 (6.3%)	11 (22.9%)	0 (0.0%)	3 (6.3%)	3 (6.3%)	5 (10.4%)	5 (10.4%)	2 (4.2%)	8 (16.7%)	7 (14.6%)	48 (100%)
Photographic exhibitions	1 (1.7%)	3 (5.2%)	11 (19.0%)	0 (0.0%)	4 (6.9%)	5 (8.6%)	5 (8.6%)	5 (8.6%)	3 (5.2%)	9 (15.5%)	12 (20.7%)	58 (100%)
Short Art Films	1 (2.0%)	3 (6.1%)	11 (22.4%)	0 (0.0%)	4 (8.2%)	3 (6.1%)	5 (10.2%)	3 (6.1%)	3 (6.1%)	9 (18.4%)	7 (14.3%)	49 (100%)
Sculpture	1 (2.0%)	3 (6.0%)	10 (20.0%)	0 (0.0%)	4 (8.0%)	3 (6.0%)	5 (10.0%)	5 (10.0%)	3 (6.0%)	8 (16.0%)	8 (16.0%)	50 (100%)
Talks	1 (1.9%)	3 (5.7%)	10 (18.9%)	0 (0.0%)	3 (5.7%)	3 (5.7%)	5 (9.4%)	5 (9.4%)	4 (7.5%)	9 (17.0%)	10 (18.9%)	53 (100%)

Table 29: Non-users interest by age.

6.6 In relation to how much users and non users would be prepared to pay, there appeared to be a difference in both groups in terms of gender, women apparently being prepared to pay more.

		25p	50p	£1	£3	Total
A chance to meet the artist	Male	2 (2.9%)	5 (7.1%)	44 (62.9%)	19 (27.1%)	70 (100%)
	Female	3 (2.6%)	12 (10.4%)	51 (44.3%)	49 (42.6%)	115 (100%)
Local History	Male	4 (5.5%)	11 (15.1%)	46 (63.0%)	12 (16.4%)	73 (100%)
	Female	8 (7.4%)	12 (11.1%)	58 (53.7%)	30 (27.8%)	108 (100%)
Paintings	Male	3 (5.0%)	9 (15.0%)	37 (61.7%)	11 (18.3%)	60 (100%)
	Female	4 (3.6%)	14 (12.5%)	64 (57.1%)	30 (26.8%)	112 (100%)
Performance	Male	0 (0.0%)	6 (11.8%)	30 (58.8%)	15 (29.4%)	51 (100%)
	Female	3 (3.1%)	8 (8.2%)	46 (47.4%)	40 (41.2%)	97 (100%)
Photographic exhibitions	Male	4 (5.8%)	11 (15.9%)	39 (56.5%)	15 (21.7%)	69 (100%)
	Female	3 (2.6%)	12 (10.3%)	60 (51.3%)	42 (35.9%)	117 (100%)
Short Art Films	Male	2 (3.7%)	10 (18.5%)	30 (55.6%)	12 (22.2%)	54 (100%)
	Female	6 (5.8%)	9 (8.7%)	46 (44.7%)	42 (40.8%)	103 (100%)
Sculpture	Male	3 (5.9%)	8 (15.7%)	31 (60.8%)	9 (17.6%)	51 (100%)
	Female	4 (4.0%)	10 (10.1%)	55 (55.6%)	30 (30.3%)	99 (100%)
Talks	Male	4 (6.7%)	10 (16.7%)	29 (48.3%)	17 (28.3%)	60 (100%)
	Female	4 (4.3%)	12 (13.0%)	37 (40.2%)	39 (42.4%)	92 (100%)

Table 30: Amount users would be prepared to pay, by gender

		25p	50p	£1	£3	Total
A chance to meet the artist	Male	11 (44.0%)	1 (4.0%)	2 (8.0%)	11 (44.0%)	25 (100%)
	Female	0 (0.0%)	0 (0.0%)	6 (33.3%)	12 (66.7%)	18 (100%)
Local History	Male	12 (48.0%)	1 (4.0%)	4 (16.0%)	8 (32.0%)	25 (100%)
	Female	0.0% (0)	2 (10.5%)	4 (21.1%)	13 (68.4%)	19 (100%)
Paintings	Male	9 (36.0%)	2 (8.0%)	5 (20.0%)	9 (36.0%)	25 (100%)
	Female	1 (5.0%)	0 (0.0%)	6 (30.0%)	13 (65.0%)	20 (100%)
Performance	Male	10 (40.0%)	2 (8.0%)	2 (8.0%)	11 (44.0%)	25 (100%)
	Female	0 (0.0%)	1 (5.3%)	5 (26.3%)	13 (68.4%)	19 (100%)
Photographic exhibitions	Male	9 (33.3%)	1 (3.7%)	6 (22.2%)	11 (40.7%)	27 (100%)
	Female	0 (0.0%)	1 (4.8%)	2 (9.5%)	18 (85.7%)	21 (100%)
Short Art Films	Male	9 (36.0%)	1 (4.0%)	6 (24.0%)	9 (36.0%)	25 (100%)
	Female	0 (0.0%)	0 (0.0%)	3 (15.0%)	17 (85.0%)	20 (100%)
Sculpture	Male	9 (36.0%)	1 (4.0%)	4 (16.0%)	11 (44.0%)	25 (100%)
	Female	0 (0.0%)	0 (0.0%)	4 (20.0%)	16 (80.0%)	20 (100%)
Talks	Male	9 (36.0%)	2 (8.0%)	2 (8.0%)	12 (48.0%)	25 (100%)
	Female	0 (0.0%)	0 (0.0%)	3 (15.0%)	17 (85.0%)	20 (100%)

Table 31: Amount non-users would be prepared to pay, by gender

6.7 In relation to all groups: Artists, Business, Users and Non-Users it must be acknowledged that these are self-selected and thus not representative. However, in attempting to undertake research that seeks to canvas the view of visitors (traditional exit research), non-visitors and stakeholders this research is a significant improvement on standard exit evaluations.

7. Further Implications and Conclusions

- 7.1 This report represents the End of Season analysis of those questionnaires returned by September 2013. Within that time, all the artists in residence, 365 users, 76 non-users and 16 businesses were questioned. This represents a first attempt to question a variety of stakeholders and compare their perceptions. Although it does have to be recognised that it only represents a small portion of the users, non-users and local businesses a number of interesting findings are already evident.
- 7.2 Artists overwhelmingly perceived the experience as positive. Some (two, resident in the same week) felt the Gallery was open too long and should be better advertised. However, the Artist group reported increased public awareness, self-confidence and professional development. Some artists also reported more on-line interest in their work and some sales.
- 7.3 Most of the businesses questioned felt that art galleries were an asset to the area and should be centrally supported through public funding. The majority indicated they would be prepared to advertise the Gallery, which again indicates their support.
- 7.4 Users and non-users appeared to want different exhibitions/events. Both groups rated photographic exhibitions most highly, but then ranked other media differently. This may be related to the differing demographic profile or the relatively low number of non-users as a non-representative proportion of visitors to Broadstairs sampled.
- 7.5 In addition the demographic profile of non-users and users is skewed to the upper age group and academically qualified residents. Any future research should seek a more normally distributed sample, especially amongst the non-users.
- 7.6 The Old Lookout Gallery attracts a variety of Users. The numbers of which vary significantly week per week. Although the majority of users are from the local area (1-3 mile radius), just over a third came from outside of the local area.
- 7.7 There seems to be a consistency in relation to how people find out about exhibitions and events at the Gallery. Most commonly this involves word of mouth/recommendations and from walking around the town. Perhaps contrary to popular belief, the Internet seems to have played little part in attracting visitors.
- 7.8 Although data is limited, the majority of users of the Gallery and indeed those who did not (non-users) stated they would be prepared to pay to visit. This represents a significant piece of information since it shows that the Gallery is not only valued, but enables a tentative undertaking of what

exhibitions/events the community value most highly. It may also begin to signify disposable income available to the local area.

- 7.9 Further statistical analysis did show some differences by gender and age in what and how much users and non-users would be prepared to pay. This does require further work, but in principle demonstrates that an SROI can be given a monetary value. This conclusion is supported by the various benefits identified by the artists and the increased trade suggested by local businesses.

8. Recommendations

- 8.1 Visitor attendance did vary week to week throughout the 2013 summer season. Often attendance correlated with school holidays and other events in Broadstairs - for example the town's highly popular Folk Week. However, other variations in attendance are more difficult to explain and may indicate that certain types of exhibitions/events are more popular than others. In addition a minority of artists' in residence did suggest that at certain times the venue was not always well attended. It might therefore be prudent to gather more detailed information about the times of maximum and minimum usage. In addition more specific data about visitor perceptions of each exhibition/event could be collected, which might then inform the structure of a future season's programme to heighten appeal where appropriate.
- 8.2 There does seem to be evidence that the Old Lookout Gallery does attract older, more educationally qualified visitors. However, given that the analysis of returned questionnaires was only undertaken at the end of the season, it is difficult to ascertain if this was a consistent pattern for each week or reflective of the actual visitors. Currently a click count of visitors is taken to ascertain total footfall, but only a small proportion of these go on to complete the survey (approx. 6%). It is therefore recommend that if further analysis is undertaken in a future season, visitor profiles are dip sampled. A research assistant could complete a frequency count through observation of biographical details (e.g. approximate age and gender) for short periods each week. Although somewhat crude this would allow some estimation of the sample's representativeness to the profile of total visitors.
- 8.3 However, given the currant data analysis it would suggest more could be done to attract a wider age group, representing more diverse interests. This might be achieved in three ways: (i)re-evaluating the advertising/publicity; (ii) staging events more in line with the interests of, for example, younger people; and (iii) reviewing the accessibility of the venue.
- 8.4 Some differences were found in the expressed interests of visitors (users) and non-users. This needs to be explored further. In particular more needs to be known about the interests of younger visitors and those from outside of immediate geographical area. One way to do this might be to conduct further research and data collection of non-users in a school or University or other venue where young people can be approached to give their views more freely than being 'cold' approached in the street.
- 8.5 All sample groups felt advertising needed improvement. Most users attended the Old Lookout Gallery through curiosity, local advertising or word of mouth. Perhaps counter to contemporary assumptions, media such as websites or social media (Twitter / Facebook) seemed relatively ineffective. Therefore

more effort could be directed toward improving local advertising, through signs, posters and leaflets.

- 8.6 The Artists in Residence signified that exhibiting had enhanced their reputation, professional practice, website hits and sales. It might be useful in future research to quantify this, asking for precise number of website hits and sales figures, thus attempting to quantify the impact and return on investment.
- 8.7 The SROI methodology was piloted as part of this research. There does appear to be some potentially exciting results for the Gallery and its contribution to regional culture and arts and the University. All groups clearly indicated valuing the Old Lookout Gallery and believed it contributed to the area. Artists reported increased sales and improved reputation. Business owners signified that they perceived the Gallery would attract people to the area and users and non-users alike stated that they would be prepared to pay to attend some - if not all - events/exhibitions. In addition there is some evidence that the Old Lookout Gallery inspired some users/visitors to consider further study.
- 8.8 Further work could be undertaken to develop and refine how the SROI model, associated applied methodology and collected impact data could glean additional insight. Such data might include, but not be limited to: (i) time Gallery users/visitors spent in the geographical area; (ii) the average amount spent per head whilst in the geographical area; (iii) University courses/public lectures attended as a result of information provided at the Old Lookout Gallery.
- 8.9 This study whilst having some limits does show proof of concept and provides some indication of immediate as well as longer-term gains. In addition, by attempting to collate and compare the perception of four stakeholder groups (visitors, non-visitors, local business and artists) this research has achieved far more than traditional exit surveys. It shows how galleries such as the Old Lookout Gallery are valued both culturally and materially by diverse groups. As such it contributes to evidence for the University and potentially the local authority to base future planning decisions upon. In addition, for the University this study adds to the expertise and tools it can offer through its commitment to Knowledge Exchange and to partners (including, those in the voluntary and community sector, charities, private and public sector organisations) who wish to develop a more holistic understanding of their stakeholders and calculate the variety of impacts they have.

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The Old Lookout Gallery

Broadstairs – Artist in residence

This research is intended to capture the impact of exhibiting both for you as an artist and in terms of the local community. Please take some time to consider your residency at the Old Lookout Gallery and try to be as honest as possible in your responses.

The questionnaire should only take 5-10 minutes to complete.

Karen Shepherdson, Canterbury Christ Church University

All information provided will remain confidential unless permission is given to use selected quotes (see below)

Your details

1. What is your age?

18-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61+
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. What is your gender?

Male	Female
<input type="radio"/>	<input type="radio"/>

3. What is your highest qualification and/or current course of study?

Qualification/or equivalent level	Highest Qualification	Current course of study
No formal qualifications	<input type="radio"/>	<input type="radio"/>
GCSEs	<input type="radio"/>	<input type="radio"/>
A levels	<input type="radio"/>	<input type="radio"/>
1st Degree (BA/BSc)	<input type="radio"/>	<input type="radio"/>
Postgraduate Degree	<input type="radio"/>	<input type="radio"/>
MA/MSc/Phd	<input type="radio"/>	<input type="radio"/>

Other (please state)

4. How would you describe your career stage as an artist?

Early Career (just starting, limited portfolio) 0

Mid-Career (substantial body of work)	0
--	---

Established (substantial body of work and reputation, exhibited widely)	O
--	---

Other (please state)	0
----------------------	---

5. Would you describe yourself as a	Amateur Artist	Professional Artist
	<input type="radio"/>	<input type="radio"/>

Support in exhibiting at the Old Lookout Gallery

6. Please rate your satisfaction with the following. (please tick)

	Poor	Satisfactory	Good	Very Good	Excellent
Information about the gallery (including location, access and facilities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help in setting up an exhibit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support during an exhibit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any additional comments about the support you received/suggestion for improvement

--

Impact of Exhibiting in the Old Lookout Gallery on yourself

- 7. Why do you feel people came to the Old Lookout Gallery?** (please rank order as many as you feel are appropriate, 1 being the most common reason)

	Rank
Completed survey in Broadstairs	
Curiosity without knowing what to expect	
Personal recommendation (by you/gallery staff)	
Postcard	
Sign on outside of gallery	
Twitter	
Website –Artist's	
Website – CCCU's	
Word of mouth	
Other (please state)	

- 8. Please consider and if possible rate your skills and abilities before exhibiting and after exhibiting**

	Before exhibiting	After exhibiting																																								
	① poor very good ⑩	① poor very good ⑩																																								
Confidence in presenting work	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10
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Ability to communicate with members of the public	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10
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Ability to communicate with other artists	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10
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Self esteem	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10
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Opinion of the quality of your work	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10	<table> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> </table>											1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10																																	
1	2	3	4	5	6	7	8	9	10																																	

Additional Comments

--

- 1.....
- 2.....
- 3.....

Before exhibiting	After exhibiting
<p>Figure 1. The change of the mean value of the α and β parameters of the Weibull distribution for the two groups of the subjects before and after exhibiting. The α parameter of the Weibull distribution for the two groups of the subjects before and after exhibiting. The β parameter of the Weibull distribution for the two groups of the subjects before and after exhibiting.</p>	<p>Figure 2. The change of the mean value of the α and β parameters of the Weibull distribution for the two groups of the subjects before and after exhibiting. The α parameter of the Weibull distribution for the two groups of the subjects before and after exhibiting. The β parameter of the Weibull distribution for the two groups of the subjects before and after exhibiting.</p>

Additional Comments

--

Not at all To some extent A great deal Not sure

O O O O

--

12. To what extent do you feel that exhibiting at the Old Lookout Gallery has had a professional impact?

	<u>Before exhibiting</u>										<u>After exhibiting</u>													
	① poor										very good⑩		① poor										very good⑩	
Sales of your work (if appropriate)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10				
Website 'hits' (if appropriate)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10				
Publicity	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10				
Reputation in the community	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10				

Additional Information

13. If you have quantitative evidence that exhibiting at the Old Lookout Gallery has had an impact, please specify. Such data might include the number of website hits before and after, the volume of sales etc. (although such data will be treated in confidence, it will be combined with informed gleaned by other artists to calculate a social return on investment for the area, if you would rather not disclose this information here, if possible please email it to ian.durrant@canterbury.ac.uk).

The Future

14. Would you consider exhibiting at the Old Lookout Gallery again?

No
☐

Possibly
☐

Definitely
☐

Not sure
☐

Additional comments

15. Would you recommend exhibiting at the Old Lookout gallery to fellow artists

No
☐

Possibly
☐

Definitely
☐

Not sure
☐

Additional comments

16. Currently exhibiting at the Old Lookout Gallery is free. However, what is the most you would be prepared to pay to exhibit for a week?

Wouldn't pay
☐

£20
☐

£50
☐

£100
☐

£200
☐

£300+
☐

17. What would you like to see the Old Look Out Gallery exhibit in future seasons?

A chance to meet the artist ☐

Local History ☐

Paintings ☐

Performance ☐

Photographic exhibitions ☐

Short Art Films ☐

Sculpture ☐

Talks ☐

Other (please state)

18. To what extent do you feel exhibiting at the Old Lookout Gallery enhances the reputation of Canterbury Christ Church University?

No at all
☐

To some extent
☐

A great deal
☐

Not sure
☐

Permission to use this information

We are always looking for ways to improve our services, including marketing. In light of this we would appreciate being able to use specific quotes from artists. If you are happy to allow us to use any positive quotes provided by you, please indicate below.

I give permission for Canterbury Christ Church University to quote me for publicity purposes

☐

Name

Date.....

Signature.....

Thank you for time



Appendix 2

The Old Lookout Gallery Broadstairs – Local Business Survey

This research is intended to investigate what local people know about The Old Lookout Gallery in Broadstairs and the extent to which you feel it is an asset to the town. We would appreciate your assistance, even if you do not feel you currently know a great deal. Please spend a few minutes to give some feedback. This will then be used to develop the venue for all to enjoy.

The questionnaire should only take 5-10 minutes to complete.

Karen Shepherdson, Canterbury Christ Church University

All information provided will remain confidential

Your details

1. Briefly describe the nature of your business.

The Old Look-Out Gallery

2. Do you know where The Old Lookout Gallery is situated?

Yes
☐

No
☐

If yes, where is it and when is it open?

				Yes	No
3. Have you ever visited The Old Lookout Gallery?				<input type="radio"/>	<input type="radio"/>
If yes, how often	1 visit <input type="radio"/>	2 visits <input type="radio"/>	3 visits <input type="radio"/>	4 visits <input type="radio"/>	More than 4 visits <input type="radio"/>

4. What kind of exhibitions/events do you think The Old Lookout Gallery has?
(please tick all which apply)

A chance to meet the artist	<input type="radio"/>
Local History	<input type="radio"/>
Paintings	<input type="radio"/>
Performance	<input type="radio"/>
Photographic exhibitions	<input type="radio"/>
Short Art Films	<input type="radio"/>
Sculpture	<input type="radio"/>
Talks	<input type="radio"/>
Other (please state)	<input type="text"/>

Art in Broadstairs

5. On a scale of 1-5 (1 being the lowest) what type of exhibitions/events would encourage you/your customers to attend?

	1	2	3	4	5
A chance to meet the artist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local History	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paintings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photographic exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short Art Films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sculpture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please state)	<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. To what extent do you feel it is important to have art galleries in a town?

Not at all
important
☐

Of some
importance
☐

Important
☐

Very important
☐

Don't know
☐

7. If they are of importance, what do you feel they bring to a town?

8. How do you/your customers usually learn about events and amenities in Broadstairs? (please tick all which apply)

	Yourself	Your customers
Friends/colleagues	<input type="radio"/>	<input type="radio"/>
Found when walking around town	<input type="radio"/>	<input type="radio"/>
Leaflets	<input type="radio"/>	<input type="radio"/>
Local posters	<input type="radio"/>	<input type="radio"/>
Signs on buildings	<input type="radio"/>	<input type="radio"/>
Newspapers	<input type="radio"/>	<input type="radio"/>
Social Media, e.g. Facebook/twitter	<input type="radio"/>	<input type="radio"/>
TV or Radio	<input type="radio"/>	<input type="radio"/>
Websites	<input type="radio"/>	<input type="radio"/>
Other (please state)		

9. To what extent do you feel that Art Galleries like the Old Lookout, attract visitors to Broadstairs on a daily basis?

	Not at all	Under 10 visitors	More than 10 visitors
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional comments			

10. To what extent do you agree with the following statements in relation to art galleries in Broadstairs

Art galleries:	Strongly Disagree	Somewhat Disagree	Agree	Strongly Agree	Don't know
are value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
encourage visitors to stay longer/spend more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
are not appropriate in Broadstairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
should be supported by the council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
should be self-financing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Need to be better publicised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional comments

11. Currently events at the Old Lookout Gallery are free. Do you think your customers would be prepared to pay for a visit?

Yes ☐ No ☐

If yes, what is the maximum they would pay?

	25p	50p	£1	£3
A chance to meet the artist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local History	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paintings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photographic exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short Art Films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sculpture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please state) <input style="width: 80px;" type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What is the highest percentage of council tax which should be spent on Art Galleries in Broadstairs?

No council tax should be spent	Less than 1%	2-5%	More than 5%
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please use the box below to provide any further comments or suggestions about how to improve the Old Lookout Gallery

14. Would you be prepared to distribute leaflets/displays about the old Lookout Gallery?

Yes	No
<input type="radio"/>	<input type="radio"/>

If yes please supply your contact details

Thank you for time



The Old Lookout Gallery Broadstairs – User Feedback

We are always seeking to make visits to The Old Lookout Gallery as rewarding as possible. As such we are collecting feedback from visitors during 2013. Please spend a few minutes to give some feedback. This will then be used to develop the venue for all to enjoy. Thank you for your time and visit, we look forward to seeing you again.

The questionnaire should only take 5 minutes to complete.

Karen Shepherdson, Canterbury Christ Church University

All information provided will remain confidential

Your details

1. What is your age?

- | | | | | | |
|-----------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Under 15
<input type="radio"/> | 16-20
<input type="radio"/> | 21-25
<input type="radio"/> | 26-30
<input type="radio"/> | 31-35
<input type="radio"/> | 36-40
<input type="radio"/> |
| 41-45
<input type="radio"/> | 46-50
<input type="radio"/> | 51-55
<input type="radio"/> | 56-60
<input type="radio"/> | 61+
<input type="radio"/> | |

2. What is your gender?

- Male
☐
- Female
☐

3. What is your postcode?

- CT9
☐
- CT10
☐
- CT11
☐

Other (please state)

4. What is your highest qualification and/or current course of study?

Qualification/or equivalent level	Highest Qualification	Current course of study
No formal qualifications	<input type="radio"/>	<input type="radio"/>
GCSEs	<input type="radio"/>	<input type="radio"/>
A levels	<input type="radio"/>	<input type="radio"/>
1st Degree (BA/BSc)	<input type="radio"/>	<input type="radio"/>
Postgraduate Degree	<input type="radio"/>	<input type="radio"/>
MA/MSc/Phd	<input type="radio"/>	<input type="radio"/>

Other (please state)

5. Why did you come to the Old Lookout Gallery today?

(Please tick all which apply)

- | | |
|---|-----------------------|
| Completed survey in Broadstairs | <input type="radio"/> |
| Curiosity without knowing what to expect | <input type="radio"/> |
| Personal recommendation by friend | <input type="radio"/> |
| Personal recommendation by someone connect to the Gallery | <input type="radio"/> |
| Postcard | <input type="radio"/> |
| Sign on outside of Gallery | <input type="radio"/> |
| Social Media, e.g. Facebook/twitter | <input type="radio"/> |
| Website –Artist's | <input type="radio"/> |
| Website – CCCU's | <input type="radio"/> |
| Word of mouth | <input type="radio"/> |

Other (please state)

Visiting the Old Look-Out Gallery

6. Have you visited The Old Lookout Gallery before?

Yes
☐

No
☐

If yes, how
often

1 visit
☐

2 visits
☐

3 visits
☐

4 visits
☐

More than 4 visits
☐

7. On a scale of 1- 10 (1 being not at all likely and 10 being definitely), to what extent has visiting this exhibition / event made it more likely that you will visit other exhibitions?

1
☐

2
☐

3
☐

4
☐

5
☐

6
☐

7
☐

8
☐

9
☐

10
☐

8. What would encourage you to visit the Old Lookout Gallery again?

(please tick all which apply)

A chance to meet the artist ☐

Local History ☐

Paintings ☐

Performance ☐

Photographic exhibitions ☐

Short Art Films ☐

Sculpture ☐

Talks ☐

Other (please state)

9. To what extent has your visit to the exhibition encouraged you to consider undertaking a course of study in the arts?

Not at all To some extent A great deal
☐ ☐ ☐

If yes, what kind of further study would be of interest?

Public lectures ☐
 An evening class (practical) ☐
 An evening class (theory) ☐
 A qualification in the Arts – Full time ☐
 A qualification in the Arts – Part time ☐
 Other (please state)

10. Currently events at the Old Lookout Gallery are free. However, would be prepared to pay to visit?

Yes No
☐ ☐

If yes, what is the maximum you would pay?

	25p	50p	£1	£3
A chance to meet the artist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local History	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paintings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photographic exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short Art Films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sculpture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please state) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. What if any benefits do you think the Old Lookout Gallery brings to Broadstairs?

12. Please use the box below to provide any further comments or suggestions about how to improve the Old Lookout Gallery

Thank you for time, don't forget to collect your limited edition postcard gift and list of future events!



The Old Lookout Gallery Broadstairs – Non-User

This research is intended to investigate what local people know about The Old Lookout Gallery in Broadstairs. We would appreciate your assistance, even if you do not feel you currently know a great deal. Please spend a few minutes to give some feedback. This will then be used to develop the venue for all to enjoy.

The questionnaire should only take 5-10 minutes to complete.

Karen Shepherdson, Canterbury Christ Church University

All information provided will remain confidential

Your details

1. What is your age?

- | | | | | | |
|-----------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Under 15
<input type="radio"/> | 16-20
<input type="radio"/> | 21-25
<input type="radio"/> | 26-30
<input type="radio"/> | 31-35
<input type="radio"/> | 36-40
<input type="radio"/> |
| 41-45
<input type="radio"/> | 46-50
<input type="radio"/> | 51-55
<input type="radio"/> | 56-60
<input type="radio"/> | 61+
<input type="radio"/> | |

2. What is your gender?

- | | |
|-------------------------------|---------------------------------|
| Male
<input type="radio"/> | Female
<input type="radio"/> |
|-------------------------------|---------------------------------|

3. What is your postcode?

- | | | |
|------------------------------|-------------------------------|-------------------------------|
| CT9
<input type="radio"/> | CT10
<input type="radio"/> | CT11
<input type="radio"/> |
|------------------------------|-------------------------------|-------------------------------|

Other (please state)

The Old Lookout Gallery

4. Do you know where The Old Lookout Gallery is situated?

Yes
O

No
O

If yes, where is it and when is it open?

5. Have you ever visited The Old Lookout Gallery?

Yes
O

No
O

If yes, how often

1 visit
O

2 visits
O

3 visits
O

4 visits
O

More than 4 visits
O

6. What kind of exhibitions/events do you think The Old Lookout Gallery has?

(please tick all which apply)

A chance to meet the artist O

Local History O

Paintings O

Performance O

Photographic exhibitions O

Short Films O

Sculpture O

Talks O

Other (please state)

Art in Broadstairs

7. On a scale of 1-5 (1 being the lowest) what type of exhibitions/events would encourage you to attend?

	1	2	3	4	5
A chance to meet the artist	O	O	O	O	O
Local History	O	O	O	O	O
Paintings	O	O	O	O	O
Performance	O	O	O	O	O
Photographic exhibitions	O	O	O	O	O
Short Art Films	O	O	O	O	O
Sculpture	O	O	O	O	O
Talks	O	O	O	O	O
Other (please state)	O	O	O	O	O

8. To what extent do you feel it is important to have art galleries in a town?

Not at all important	Of some importance	Important	Very important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. If they are of importance, what do you feel Art Galleries and / or The Old lookout bring to a town such as Broadstairs?

10. How do you learn about events and amenities in Broadstairs?

(please tick all which apply)

Newspapers	<input type="radio"/>
TV or Radio	<input type="radio"/>
Local posters	<input type="radio"/>
Internet	<input type="radio"/>
Friends/colleagues	<input type="radio"/>
Found when walking around town	<input type="radio"/>
Other (please state)	

11. Currently events at the Old Lookout Gallery are free. However, what is the most you would be prepared to pay for a visit?

Wouldn't pay	25p	50p	£1	£3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. If prepared to contribute, what's the most you would pay for an exhibition or event such as?

	Wouldn't pay	25p	50p	£1	£3
A chance to meet the artist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local History	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paintings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photographic exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short Films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sculpture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please state) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please use the box below to provide any further comments or suggestions about how to improve the Old Lookout Gallery

Thank you for your time.

A Postcard & Future Events.

Appendix 5 Local businesses prepared to advertise the Gallery

Type of business	Contact details
Restaurant	9-11 Albion St Broadstairs. Samworth and Mee.
Picture framers, gallery, cards and gifts.	Bay 158, 158 High St. 01843860688. paul@bay158.co.uk
Art gallery.	Broadstairs Gallery.
Coffee shop.	Cafe Bello.
Gift shop, beach goods.	Chris Anselm - 07738970900
Cards and gifts.	Expressions.
Retail outlet selling nautical gifts, crab lines, bait, cards, china and clothing.	Gail/John, The Boathouse, Broadstairs Jetty. Gail - 07970 382812
Mini golf.	Information kiosk, Lillyputt Minigolf.
Art gallery.	Vicki 07817116007
Tourist information.	We already do!

Appendix 6

Postcodes/origins of non-Thanet visitors to the Gallery

Post code/origin	Frequency	%	Post code/origin	Frequency	%
(France)	1	0.3	LU6	1	0.3
AL4	1	0.3	LU7	1	0.3
Belgium	1	0.3	ME15	1	0.3
BR3	1	0.3	ME8	1	0.3
BR4	1	0.3	ME9	2	0.5
CM1	1	0.3	N7	1	0.3
CR8	1	0.3	N8	1	0.3
CT14	2	0.5	NG31	2	0.5
CT2	5	1.4	NI5	1	0.3
CT20	3	2.8	NR29	1	0.3
CT3	1	0.3	NR7	2	0.5
CT5	3	0.8	NW6	1	0.3
CV23	1	0.3	RM1	1	0.3
DA11	1	0.3	San Fran.	1	0.3
DA15	1	0.3	SE12	1	0.3
DE56	2	0.5	SE14	1	0.3
DE6	1	0.3	SO45	1	0.3
E4	1	0.3	ST4	1	0.3
EI8	1	0.3	SW9	2	0.5
GE13	1	0.3	Sydney,AU	1	0.3
GU34	1	0.3	TN26	1	0.3
KT24	1	0.3	TN3	1	0.3
LE11	1	0.3	TW12	1	0.3
London	1	0.3			

Non-User postcodes/origins of non-users from outside of Thanet

Post code/origin	Frequency	%
LN4	1	1.3
ME20	1	1.3
RM5	1	1.3

Appendix 7: Qualifications ‘Other’ Users (Users)

Qualification	N	Qualification	N
(Brevet?)	1	NVQ Level 4	1
O Levels/CSE	2	O Level	1
GCEs	1	OND, HND.	1
AC11 Master Mariner	1	PGCE	4
Art school diploma.	1	Registered general nurse.	1
BSc and PGCE.	1	Registered mental nurse.	1
BTEC Engineering.	1	Registered nurse.	1
Certificate of education.	1	Retired.	1
Certified accountancy.	1	RSA Teachers (6A - Pours?) studies.	1
City and Guilds Fuel Injection.	1	School.	1
City and guilds master carpenter and joiner.	1	Social work diploma and counselling.	1
City and guilds technicians cort. 1,2,3 and 4.	1	Solicitors prof. exams.	1
City and Guilds.	2	Teacher training college.	1
Diploma	1	Teaching certificate.	1
GCE, SRN	1	WPQH	1
H.N.D	1		
HNC	3		
Managerial.	1		
Nursing.	1		
NVQ	1		
NVQ III	1		
NVQ Level 1, 2 and 3 catering.	1		